35c PER COPY

BROADCASTING TELECASTING

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DEC 19 1951
DETROIT

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WOR-tv

New York's youngest tv station—is New York's most popular independent tv station. In fact, it tops a network station!

In two years, WOR-tv has zoomed to the top . . . ranking, today, as the leading independent station in the New York market.*

It delivers more audience than any other independent tv station in New York.

It pulls more viewers than one of New York's network stations.

"Trapped" — a station-built mystery drama — draws more viewers in New York than 34 sponsored nighttime network shows.

Summer and winter, WOR-tv is the city's favorite sports station. It was tops in sports with the Brooklyn Dodgers and it's still tops . . . pulling more audience than Madison Square Garden events on another station.

It's getting results for 77 national advertisers.

Since boosting power in August, WOR-tv has been delivering a PLUS audience of 1,000,000 potential viewers. Rates have remained the same.

WOR-tv delivers viewers at low, low cost. A minute commercial on the average sports show can sell 293,700 viewers for only $1.33 per 1,000. Or — on the average movie — it can sell 285,240 viewers for only $1.02 per 1,000*.

Keep these facts in mind when you are making your television plans. For more *sales* at *less cost* put your message on . . .

*November 1951, Telepulse

WOR-tv
channel 9
New York's Leading Independent tv station

Gift Package

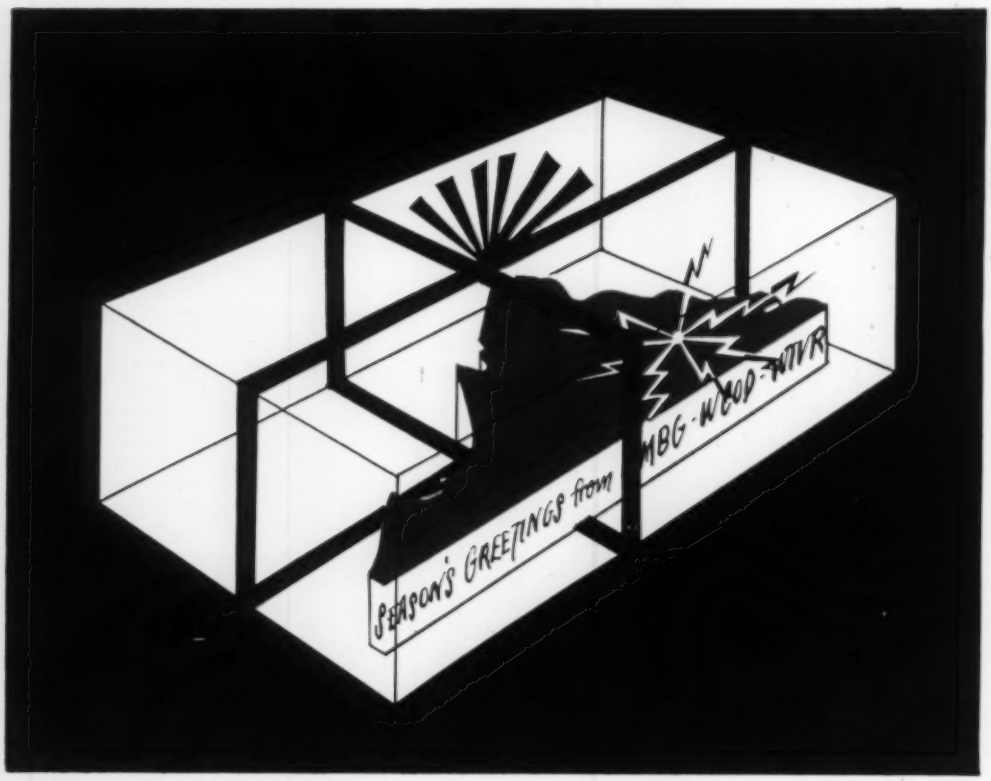
In 1948 Havens & Martin dedicated Television Station WTVR to the people of Virginia.

How well it's appreciated is expressed by the fact that today there are over 95,000 sets installed in the WTVR area. Yet as Christmas 1951 rolls around, WTVR, now nearly four years old, is still the only TV station operating in Richmond.

Nearly 25 years ago WMBG took the air as a pioneer radio station. Its record is studded with firsts.

In this postwar era WCOD, the FM outlet, was added to the Havens & Martin group to provide Virginia's only complete broadcast advertising service.

Linked with NBC through the years, these First Stations of Virginia have captured the fond loyalty of a people who fully appreciate pioneering and public service.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

Christmas gift subscription form

BROADCASTING • TELECASTING

The Newsweekly of Radio and Television

gift subscription rates*

$7.00 *for a one-year subscription*
$13.00 *for two subscriptions*
$19.00 *for three subscriptions*
$25.00 *for four subscriptions*
$30.00 *for five subscriptions*
$5.00 *each for six or more subscriptions*

* The 1952 BROADCASTING or TELECASTING Yearbook may be included with each subscription for an additional $2.00 each. Yearbooks to be mailed upon publication in February.

BROADCASTING • TELECASTING: Please enter the gift subscriptions listed on reverse side and send announcement cards.

$ _____ enclosed ( ) Please bill

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Sign Gift Card _____

TURN PAGE FOR GIFT SUBSCRIPTION FORMS

BROADCASTING • TELECASTING GIFT SUBSCRIPTION FORMS

(Special reduced rates not good after December 31, 1951)

NAME.....
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ADDRESS.....
CITY.....ZONE.....STATE.....
☐ BROADCASTING Yearbook ☐ TELECASTING Yearbook

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ADDRESS.....
CITY.....ZONE.....STATE.....
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MAIL TO **BROADCASTING • TELECASTING** NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

WKMH

5000 WATTS DAYTIME
1000 WATTS NIGHTS

* IS NOW NO. 3 STATION HEARD IN DETROIT Monday thru Friday — 12 noon to 6 P.M.

* IS NOW NO. 2 STATION HEARD IN DETROIT on Saturday Same Time

IS NOW NO. 1 "BUY" IN THE GREAT DETROIT MARKET (based on cost per 1000)

* Detroit Pulse Report Sept.-Oct. 1951

Congratulations to our Sister Station

WKHM Jackson, Mich. 1000 watts

Full time, NOW ON THE AIR...
970 on the dial

SEE YOUR HEADLEY-REED REPRESENTATIVE

...hed every Monday, 53rd and 54th issues (Yearbook Numbers) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

that each may share with his neighbor...

First contributor to the Salvation Army Christmas Fund is Mayor James F. Hearn

A familiar part of the holiday scene in Wilmington, the smiling Salvation Army lassies with their tinkling bells and Christmas kettles. This kettle collection, used for the city's less fortunate families . . . food, clothing and toys . . . was formally opened this year on WDEL-TV. Participating in the telecast with Wilmington's Mayor Hearn are members of the Salvation Army Board and Staff.

This WDEL-TV feature is indicative of the active, constructive role the station plays throughout the year in assisting local welfare agencies. Thus, WDEL-TV serves its communities and contributes to and helps improve the lives of all the people in its viewing area.

WDEL-TV

WILMINGTON, DELAWARE

WDEL AM TV FM

Represented by
ROBERT MEEKER *Associates* Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

WESTINGHOUSE last Friday notified NBC it's constrained to withhold approval of new radio rate plan despite projected immediate increases for its four affiliates. Conversations were between Walter Evans, WRS president, and Joseph H. McConnell, NBC president. Westinghouse stations are under temporary license because of FCC study of parent company status under old anti-trust action. Thus, in view of FCC's preliminary look at network radio-TV rate situation, cessation of rate formula discussions was decreed for present.

THOUGH it's not common knowledge, Salary Stabilization Board plans to overrule entertainment panel (radio, TV, theatre, motion picture) on overscale performer policy. Latter recommended voluntary code for industry, but SSB intends to set up self-administering regulation machinery [B•T, Dec. 10]. Because of this—and similar sports study—panel report won't be released this month—may never be issued.

QUIET test runs under way by group proposing new radio news wire geared to serve small stations on low-cost basis. Project grew out of Transradio's recent demise.

NBC IS SEEKING not one but several top broadcast executives [B•T, Dec. 10]. They're looking for top man in radio station relations, owned and operated stations and radio spot sales.

TREMENDOUS surge of TV activity throughout Latin America is foreseen with several hundred installations likely within the next year or two, if equipment is available. Virtually all equipment will come from U. S. Sao Paulo, Brazil, last month put its second TV station on the air, and third is under preliminary construction.

IS SENATE Interstate Commerce Committee still looking into Defense Production Chief Charles E. Wilson's ban on color-TV set production? There were signs last week that it isn't satisfied with order which stopped CBS set-production, dealing with end product for first time.

GLAD TO OBLIGE DEPT.: Copies of remarks by Sen. William Benton (D-Conn.) on his "advisory council" bills to be distributed by NARTB to its members—at request of Sen. Benton.

OLDSMOBILE Div., General Motors Corp., Detroit, understood considering retrenchment in TV budget by cutting down two of its five-time-weekly sponsorship of *Oldsmobile News*, 7:30-7:45 p.m. on CBS-TV, through D. P. Brother Inc., Detroit. Several advertisers understood to be willing to pick up the availability after February.

SHARP CRITICISM of Dr. Matthew Chappell's analysis of coincidental and roster audience measurements as revealed in summary

(Continued on page 6)

FCC, BAR GROUP HONOR LOUIS G. CALDWELL

TRIBUTES to Louis G. Caldwell, radio attorney, who died last Tuesday (see obituary page 28), were paid Friday by FCC and Federal Communications Bar Assn.

FCC officially inscribed its "deep sorrow" at Mr. Caldwell's death in its minutes, recalled his "vital and significant contributions to the development of the [Federal Radio Commission's] procedures and to the general pattern of regulation for a new industry," as first general counsel of FRC. Commission also referred to him as a "brilliant and tireless counsel" in radio broadcast field. said he would be remembered for his "versatile and original talents and for his great personal charm."

Bar group's Executive Committee adopted resolution pointing to Mr. Caldwell's "great contribution" to radio practice. Describing him as "foremost authority on communications law," committee praised his "unlimited capacity and energy as well as ability to rise to any occasion."

He was FCC's "severest critic and best friend," it was stated, and fought for tolerance, understanding and free speech. Resolution pointed to his work for American Bar Assn. and numerous other bar groups and observed that he had died on 50th anniversary of Marconi's introduction of trans-Atlantic radio communications.

GENERAL MILLS CHANGES

GENERAL MILLS Inc., Minneapolis (Red Band Flour), to sponsor recorded *Joe Emerson's Hymn Time*, 3-3:15 p.m. EST, Mon.-Fri., over ABC radio, effective Dec. 24 for 52 weeks. Company also expanding sponsorship of *Silver Eagle* adventures on ABC radio from Thursdays at 7:30-8 p.m. EST to Tuesdays and Thursdays at that time, effective Jan. 1. On that date *Silver Eagle* will replace *Mr. Mercury* series now heard Tuesday at that time. Agency: Knox Reeves Adv., Minneapolis.

BUSINESS BRIEFLY

STEEL SPONSORS CAROL ● U. S. Steel becomes TV sponsor for first time Christmas night when it presents Charles Dickens' *A Christmas Carol* on NBC-TV 9-9:30 p.m. EST. British actor Sir Ralph Richardson to be brought over for one-shot appearance as Scrooge.

PABST BUYS BOWLING ● Pabst Sales Corp., Chicago (beer), and Brunswick, Balke, Collender Co. Inc., Chicago (bowling products), were scheduled to sponsor eleventh annual all-star bowling tournament from Chicago Coliseum Sunday over WENR-TV Chicago and WXYZ-TV Detroit, both members of ABC-TV network. Agency: Warwick & Legler, N. Y.

JOE DiMAGGIO FOR P. M. ● Philip Morris reportedly set to sponsor 10 minutes before and after New York Yankees home baseball games next year on WPIX (TV) New York, presenting commentary by Joe DiMaggio, who signed as Yankees' TV commentator (at salary said to be about $50,000 and with no play-by-play duties) after announcing retirement as player. Sponsorship of play-by-play, carried last season by Ballantine Beer, still in negotiation.

KELLOG SCHEDULE ● Kellogg's All-Bran, Battle Creek, Mich., placing one-minute radio schedule starting Jan. 1 and running through June in number of markets. Agency, Kenyon & Eckhardt, N. Y.

BEST FOODS RADIO ● H & O Oats, unit of Best Foods, N. Y., placing 22-week radio campaign in several markets, starting Feb. 17. Agency, Benton & Bowles, N. Y.

POLIDENT SERIES ● Block Drug Co., N. Y. (Polident), mapping 22-week schedule

(Continued on page 110)

Hands Off Rates, FCC . . . . . An Editorial

THE FCC is taking a look at network-affiliate contract negotiations. It apparently wants to determine whether one medium (radio) will suffer because of another medium (TV).

There is nothing in the law to prevent the FCC—or perhaps any other agency—from taking a look. But there's certainly something in the law that precludes the FCC from tampering with the rates or business practices of broadcast licensees. (The networks are not licensed, except through their owned-and-operated stations.)

The law specifically provides that broadcast stations are not public utility common carriers. Thus, the FCC is prevented from considering matters pertaining to time-charges or contractual relations—aside from such factors as option-time covered in the so-called network-monopoly regulations.

It is perhaps under the guise of these network regulations that the FCC is taking its look. Chairman Coy and Comr. Jones, in past utterances, have talked about the necessity of up-dating these regulations.

NBC, the first network to project a new rate-making formula, is in the process of negotiating new contracts with its affiliates. Because it is the first, it is exposed to the whiplash of opposition of some affiliates and the scrutiny of the FCC, however preliminary.

When Comr. Jones speaks of "depressing AM rates by using TV's impact," he invades a field which we regard as being entirely outside FCC jurisdiction. Contractual relations of networks and affiliates, so long as they comply with the general statutes (and there's no contention anywhere that they do not) are the exclusive business of networks and their affiliates. Congress specifically said so in the Radio Act of 1927, and iterated it in the Communications Act of 1934.

for more AT DEADLINE turn page

at deadline

NCAA RESTRICTIONS WIN SUPPORT OF EASTERN GROUP

TELEVISION was in spotlight at annual meeting of Eastern College Athletic Conference held in New York Friday when delegates by almost unanimous vote opposed removal of NCAA restrictions on telecasts and endorsed proposal that NCAA adopt supervised-TV program. NCAA convention is Jan. 10-12 in Cincinnati.

Francis T. Murray, U. of Pennsylvania, presented 7-point letter advocating each collegiate institution make such arrangement as it wishes for TV in home stadium. Asserting that TV is "strong ally" in promoting and establishing good public relations, he charged NCAA resolutions about it were unconstitutional and, further, that control of TV rights by the body is violation of U. S. anti-trust laws. Number of paid admissions to U. of Pennsylvania games has steadily decreased, under controlled TV, he said, from 54,069 in 1949 to 49,364 in 1950, to 38,785 for 1951.

Ralph Furey of Columbia, co-chairman of ECAC TV committee, opposed Pennsylvania resolution, saying public, accustomed to free TV coverage of college games, could most certainly have been expected to raise objections. He insisted control of TV programs is not only constitutional under NCAA terms, but is also legal—clearly valid so far as Dept. of Justice is concerned.

Delegates almost unanimously rejected Pennsylvania resolution to adopt one posed by their TV committee to effect that NCAA adopt a national program for supervised TV as soon as results of National Opinion Research Center survey on the 1951 season have been fully tabulated. Meanwhile, ECAC endorses interim TV policy "for the protection of colleges" which precludes any institution's entering into contracts or commitments until national policy is effected.

WU ALLOWED TO LEASE RACE WIRES, SAYS FCC

RADIO and television stations will be among those permitted to lease Western Union facilities for transmission of horse and dog race news under new tariff filed with FCC Friday. Other legal customers for such news will be press associations, newspapers or periodicals with second class mailing privileges and organizations engaged in collecting and transmitting such information to above clients.

New tariff, second move Western Union has made to get it off gambling hook, automatically goes into effect Feb. 1—unless anyone complains to FCC. On Dec. 8, new individual message tariff went into effect prohibiting transmission of betting messages or money orders. It applies in all states except Nevada, where gambling is legal.

Meanwhile, Michigan State court issued temporary injunction Thursday against Western Union, restraining it from furnishing horse race results to WKMH Dearborn and 14 alleged handbooks in Detroit.

Frederick A. Knorr, WKMH president, said, "This is beating a dead horse. We discontinued this service 90 days ago when there was the first hint that the program even conceivably might not be in the public interest." Program was a 6:30 p.m. resume of day's race results sponsored by Detroit *Daily Sport News*. Mr. Knorr emphasized that program was broadcast long after same information was printed in daily papers.

In this Issue—

Radio research is always a lively topic of discussion, but last week it was argued about in unusally serious terms. One expert lambasted printed media for failure to provide adequate research, and another issued a comparative study of various radio research services. See "Research Headaches at Migraine Stage." *Page 23.* And a national station representative made a survey of agency opinion of existing services. "How Do the Agencies Rate the Raters?" *Page 26.*

The FCC is casting a curious eye at network radio rate plans. *Page 25.*

ABC management criticizes NBC rate plan, believes this no time to open up rate question and that eventually it will be possible to increase daytime rates. *Page 25.*

CBS Radio's new selling schemes draw generally favorable comment. *Page 27.*

There's a paradox in television buying. Some big advertisers are reducing time to cut program costs, but prime time periods still are in great demand. *Page 71.*

Broadcast Advertising Bureau has big plans for 1952. *Page 27.*

Winners of first annual BAB success story contest. *Page 48.*

Will Congress try to clarify the perplexing laws governing political broadcasts? Maybe—if enough pressure is brought to bear. *Page 29.*

Louis G. Caldwell, dean of radio law, dies of heart disease at 60. *Page 28.*

In case of national emergency, broadcast stations will become part of the defense system. Here's the new federal executive order in detail. *Page 30.*

The longer a TV-owner has a television set, the more he's sure he wants radio too. *Page 90.*

U. S. Supreme Court affirms injunction prohibiting *Lorain* (Ohio) *Journal* from trying to destroy radio station by depriving its advertisers of newspaper space. *Page 29.*

What will it cost to build a UHF TV station? NARTB has the answers. *Page 71.*

Joint Committee on Educational Television objects to consolidated FCC hearings on TV, wants UHF and VHF considered separately. *Page 75.*

Ford Foundation's Television-Radio Workshop starts first radio project with ambitious series on CBS Radio. *Page 99.*

More materials cutbacks for radio-TV manufacturers next April, Defense Mobilizer Wilson says. *Page 30.*

Upcoming

Dec. 20-22, 27-29: Canadian Copyright Appeal Board meeting, Ottawa.

Dec. 27-29: American Marketing Assn., winter conference, Hotel Kenmore, Boston.

Jan. 7-10, 1952: National Retail Dry Goods Assn., 41st annual convention, Hotel Statler, New York.

(Other Upcomings page 36)

Closed Circuit

(Continued from page 5)

released last week by C. E. Hooper (see sto page 23) to be sent advertisers, agencies a broadcasters this week by Dr. Sydney Rosl director of Pulse Inc., who declares "half search is worse than no research."

PEPTO-BISMOL, made by Norwich Pharm cal Co., Norwich, N. Y., preparing radio sp announcement campaign starting Feb. 4 f 13 weeks in 100 markets. Benton & Bowl N. Y., is agency.

ABC ENGINEERS reportedly sold now a aerial measurements of TV signal strengt on basis of their helicopter tests of WJZ-T radiations from Empire State Bldg. tow Airborne measurements understood to ha disclosed clover-leaf pattern though grou tests had indicated more uniform circle-li pattern would result. Having made adju ments to affect more even coverage, they pla soon to make data available to four other st tions using Empire State tower.

PETRILLO THREATENS FINES FOR EXTRA WORK VIOLATORS

STAFF musicians at Chicago network station are threatened with suspension from America Federation of Musicians Local 10 if they tak any more outside jobs, James C. Petrill warned in telegram to network music con tractors there.

Mr. Petrillo, who is president of Chicag local as well as national union, was under stood also to have imposed a possible $10,00 fine on violators, although this was not verified It was reported measure was taken afte several violations of agreement that staf musicians taking outside jobs notify union and take day off so substitute could be sent Telegram is understood to have gone only t Chicago network O & O outlets.

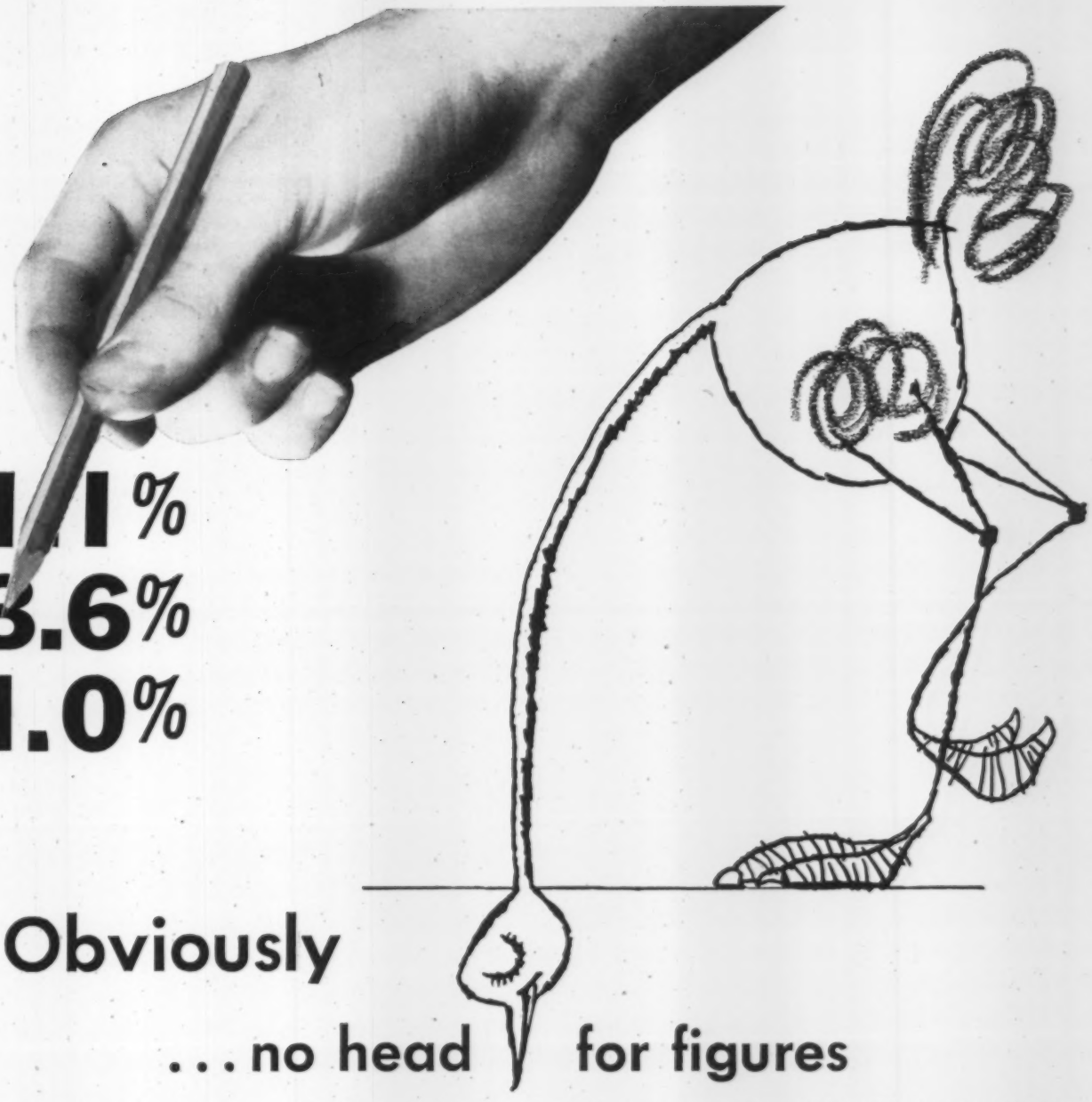
RADIO CLUB NOMINEES

NOMINEES for 1952 officers of Radio Club o America, 42-year-old organization of engi neers, announced Friday: For president, John H. Bose, Columbia U., and Robert M. Akin Hudson Wire Co.; vice president, Ralph L Batcher, RTMA, and Bernard D. Loughlin Hazeltine Electronics Corp.; correspondin secretary, Percy B. Collison, Terminal Radio and Rank H. Shepard, Shepard Labs; treas urer, incumbent Joseph J. Stantley (no con test); recording secretary, William H. Offen hauser Jr. and Frank A. Gunther. There als are 20 nominations for seven vacancies on board of directors. Mail ballots going out shortly, with returns tentatively set for an nouncement at club's Jan. 24 meeting.

FIELD SYSTEMS DENIED

CONSULTING engineers lost attempt to fin permanent place in 150 mc industrial radi services frequency band for field communica tions system when FCC Thursday turned down application of A. D. Ring & Co., Washington consultants. Denial was made on ground con sulting engineers provided service, while rule held industrial radio services are for thos engaged in production, construction, fabrica tion, manufacturing or similar process. Engi neers, who use radio communications exten sively when making antenna field measure ments, are provided use of 27 mc band, bu have to take interference as well as shar service.

for more AT DEADLINE see page 110



Obviously . . . no head for figures

. . . but anyone with even the mildest comprehension of digits can see what WGBI's Hooper ratings mean to the advertiser.

This is how faithfully the 674,000 *spending* people in the Scranton-Wilkes-Barre Metropolitan Market listen to WGBI: 61.1% in the morning . . . 53.6% in the afternoon . . . 71.0% in the evening*. What's more, WGBI heads *all* CBS stations in the morning, afternoon and evening.

WGBI's time costs are extremely low, considering such deep penetration of an important market. How low? Call your John Blair man *today!*

**Figures from Hooper Scranton Radio Audience Index, March-April 1951*

WGBI

Mrs. M. E. Megargee, *President* George D. Coleman, *General Manager*

CBS Affiliate • 910 KC • 1000 Watts Day • 500 Watts Night

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

You Can Cover the Rich Central New York Market

with *One* **Radio Station**

BMB Nighttime Audience Families

WSYR—214,960

Station A—164,720

Station B—148,340

Station C—76,920

Station D—68,970

WSYR ACUSE

570 KC

WSYR—AM-FM-TV—The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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TELECASTING Starts on page 69

WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0773* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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Subscription rates $7.00 for 52 weekly issues; BROADCASTING or TELECASTING Yearbooks $2.00 each additional if ordered with subscription. Add $1.00 per year for Canadian and foreign postage. Single copy 35¢.

REPORT ON MAGGIE WULFF

SPONSORS	APPEARED BEFORE	MEMBER OF
Hills Brothers Coffee	Federation of Women's Clubs of Greater Cleveland (and its individual units)	Women's Advertising Club
Ladies Home Journal	Catholic Federation of Women's Clubs	Trustee & Secretary of the Press Club of Cleveland
Lipton's Tea	Jewish Federation of Women's Clubs	Cleveland Playhouse
Du Maurier Cigarettes	Cleveland Council of Parent-Teacher Associations	Lakewood Little Theatre
La France Bluing	Catholic Parent-Teacher League	Karamu House
Sar-A-Lee Products	Cuyahoga County League of Women Voters	Altrusa International (a service organization of business and professional women)
Sofskin Hand Creme	Metropolitan YWCA (including its branches and branch units)	Publicity Chairman of UNESCO Children's Book Fund
Downeyflake Frozen Waffles	Daughters of the American Revolution (and their individual chapters)	Honorary Member Fraternal Order of Police
Detroit Studios	Daughters of American Colonists	
Bowling Proprietors Association		
Dura-Kleen Silver Polish		
Cedar-Lux Mothproof Paint		
Ideal Macaroni		
Solicious Cheeries		
Spang's Hollywood Health Bread		
Hamilton Gas Dryer		

MAGGIE WULFF will sell for you too!

O. L. TAYLOR COMPANY—National Representatives

5000 WATTS • 1300 KC

CLEVELAND, OHIO

WERE

VITAL IN NORTHEASTERN OHIO

SEASON'S

EDWARD PETRY AND CO. INC.

GREETINGS

To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
KSO	Des Moines	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	ABC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

REPRESENTED BY

EDWARD PETRY & CO., INC.

JACKRABBITS.... Maybe

But what a lot of LETTUCE they've got:

MARKET	POPULATION RANK	METALS, METAL WORK—1948 WHOLESALE SALES
AMARILLO	162	$ 1,909,000
SPOKANE	86	1,298,000
FORT WORTH	46	1,203,000
NASHVILLE	54	853,000
ALLENTOWN-BETHLEHEM	38	657,000

*Figures From Printers' Ink, May 25, 1951

Where there's money, there's a market!... And KGNC is the only medium that reaches and delivers the green-backed Amarillo market!

P. S. The AMARILLO WHOLESALE MARKET is the largest non-TV market in Texas, New Mexico and Oklahoma.

kgnc
AMARILLO TEXAS

Represented Nationally by the O. L. Taylor Company

new business

Network . . .

MARS Inc., Chicago (candy), which sponsors *People Are Funny*, Tues., 8-8:30 p.m., on CBS Radio on alternate-week basis, will begin weekly sponsorship Jan. 1. Agency: Leo Burnett Co., Chicago.

KELLOGG Co., Battle Creek, to sponsor five-minute, Mon.-through-Fri. series of hillbilly songs, featuring Carl Smith, on CBS Radio, 3:45-3:50 p.m., effective Jan. 3. Agency: Leo Burnett Co., Chicago.

HALLMARK GREETING CARDS, Kansas City, to sponsor world premiere performance on Christmas Eve of Gian-Carlo Menotti's opera "Amahl and the Night Visitors" on NBC-TV, 9:30-10:30 p.m. Agency: Foote, Cone & Belding, Chicago.

R. J. REYNOLDS, Winston-Salem (Cavalier Cigarettes), starts sponsorship of series of four dramas on NBC-TV, Wed., 10:30-11 p.m., effective Dec. 5. At conclusion of series, firm's Camel Cigarettes will pick up time and place quiz type format. Agency: William Esty & Co., N. Y.

ARTHUR MURRAY Inc., N. Y., will increase its telecast of *The Arthur Murray Party*, every other week on ABC-TV, to once a week effective Jan. 6. Agency: Ruthrauff & Ryan, N. Y.

STANLEY HOME PRODUCTS Inc., Westfield, Mass., will sponsor the Boys' Town Chorus on special program on ABC Radio Network, Sun., Dec. 23, 6:30-7 p.m. In addition to the choral concert, Msgr. Wegner will deliver brief Christmas message and greeting from Boys' Town and F. Stanley Beveridge, president of Stanley Home Products, will deliver Christmas message. Agency: Charles W. Hoyt & Co., N. Y.

Spot . . .

STERLING DRUG Inc., N. Y. (Bayer Aspirin), plans 10 announcements weekly on Metropolitan Network for 1952, Washington, D. C., group of perimeter stations. Agency: Dancer-Fitzgerald-Sample, N. Y.

CHALLENGE CREAM AND BUTTER Assn., L. A. (dairy products), will spend $87,516 over 26 week period for three hours weekly programming each on three Don Lee network stations in same number of California markets starting Jan. 1, 1952. Stations are KHJ Los Angeles; KGB San Diego; KFRC San Francisco. Included in the time purchase are five transcribed MGM Radio Attractions, consisting of four half-hour programs, *Story of Dr. Kildare; Gracie Fields Show; The Hardy Family; Crime Does Not Pay;* to be aired on stations Tues. through Fri., 8:30-9 p.m. (PST); and hour-long *MGM Theatre of the Air*, Sat., 8-9 p.m. (PST). Agency: Ross Sawyer Adv., Pasadena, Calif.

Agency Appointments . . .

McCORMICK & Co., Baltimore (spices, extracts and teas), appoints Cecil & Presbrey, N. Y. TAYLOR S. CASTELL is account executive.

ALLIED FLORISTS of GREATER WASHINGTON, Washington, D. C., appoints Kal, Erlich & Merrick, Washington. Radio and TV will be used. JOSEPH WEINSTEIN is account executive.

LEJON FRERES Inc., Phila. (Neckline Beauty Cream), appoints Weightman Inc., same city. Radio and TV will be used.

Adpeople . . .

JOSEPH F. KINSLEY, sales supervisor, New York district, J. C. Johnson & Son Inc. (Johnson's Wax), appointed regional sales manager of Pacific area, headquarters in Honolulu, T. H., replacing JOHN VAUGHN, returning to U. S.

PAUL H. HILL, director of sales Nesco Inc., Chicago, elected vice president in charge of sales.

MR. SPONSOR:

Detroit

EXCLUSIVE! ON WJBK

Al Nagler, sportscaster in this red-hot hockey town for 20 years and play-by-play announcer for the Red Wings since 1935, is once again thrilling hockey fans with his colorful reporting.

Again for the 1951-52 season, WJBK heads hockey net! For the third consecutive year, WJBK has been selected *exclusive* Detroit outlet for the Red Wing hockey games and key station for the largest hockey network in the nation. Broadcasting all the Detroit Red Wing home games, plus important away games and the Stanley Cup play-offs, WJBK feeds 16 out-state stations which make up the Stroh hockey network. Is it any wonder that WJBK is considered Detroit's greatest sports medium!

Sure, it's logical that WJBK was chosen to originate the fast-moving Red Wing hockey games. And it's just as natural that smart sponsors everywhere choose WJBK to advertise their products in Detroit. The tremendous sales response of WJBK's vast listening audience can make your advertising dollar pay top sales dividends.

For the best radio buy in the wealthy Detroit market, check with your KATZ man.

A FORT INDUSTRY STATION

WJBK —AM —FM —TV DETROIT

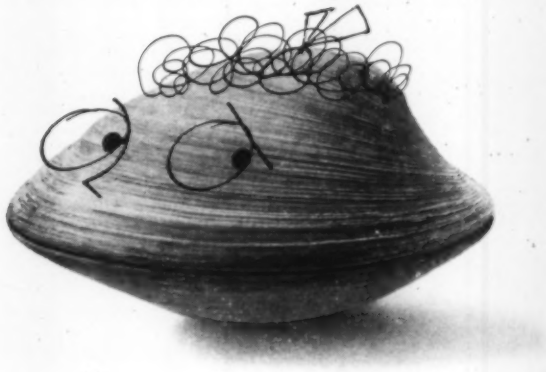
The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

Say Something!

What goes on in a clam-bed goes without *saying.* They're gulfs apart from people: there's no exchange, no buying and selling.... Sellers *talk*—buyers *listen.* Sound marries their minds. And the medium that does most for sound is radio. In the whole wide world, no other voice holds so many listeners. Or persuades so many.... And in all radio, more people listen—and listen longer—to CBS Radio



than to any other network. It offers more of radio's top-ranking programs than all other networks combined... attracts the largest volume of advertising. For *new* sponsors this leadership assures greater returns from the start than on any other network....If you have something to sell, you have something to *say*. Say it where your customers listen most...on the CBS Radio Network

W R C

Welcomes

The P. J. Nee Co.

and its

"HOUR OF DREAMS"

with Lee Dayton

Starting this week

11:15-11:45 p.m.

Mon. thru Sat.

It is with pride that WRC adds the P. J. Nee Company to its ever-growing and ever-loyal list of local advertisers.

"The Hour of Dreams," presided over by Lee Dayton on another Washington station continuously since Jan. 17, 1944, is an outstanding addition to WRC's late evening schedule of music and news.

The P. J. Nee Company's decision to place its "Hour of Dreams" on WRC bears out the station's 28-year reputation for top shows in a top market.

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

HYPNOTISM by radio, a stunt brought off successfully by KYA San Francisco, paid off with some of the largest promotion dividends ever collected by the station.

The dividends were split six ways. Cashing in, in addition to KYA, were Zenith Radio, Klor's Television Center in San Francisco, "The Great Franquin," English hypnotist, and Dr. J. C. Geiger, director of public health for San Francisco.

The idea was conceived and the experiment handled by Harrison Wooley, KYA promotion manager. Mr. Franquin was appearing at a San Francisco theatre, his first American appearance, and business was bad. He needed some unusual promotion to boost attendance. Mr. Wooley provided it.

Klor's and Zenith were sold on the idea and agreed to sponsor the show. The public demonstration was conducted in Klor's store window in the busy Mission shopping district. Two models were used—Lorraine Clements, a young psychiatric nurse, and Matilda Thomas, an airline hostess.

Mr. Franquin, broadcasting from KYA studios on top of Nob Hill several miles from the store, completely mesmerized the two girls for 18 minutes during a half-hour broadcast.

The girls sat in Klor's window facing a receiver and listening to Mr. Franquin's voice. Traffic was blocked by the crowds of Christmas shoppers who gathered on the street outside to watch and hear the demonstration.

'The Great Franquin' mesmerizes the two subjects.

* * *

For the full 18 minutes the girls were kept in the trance, Dr. Geiger used every test known to check and confirm their condition.

Before the girls were awakened, Mr. Franquin ordered them to embrace and kiss when coming out of the trance. Then he asked them casually to wake up. They did. They looked wide-eyed and puzzled at the crowds, then immediately threw their arms about each other and kissed.

The program was carried at noon. By nightfall mail and telephone calls began pouring in to the KYA studios, the Department of Health and Klor's. More than 1,000 telephone calls were received by KYA alone, Mr. Wooley said. He described the mail response as "mountainous." The sponsors, Zenith and Klor's, also declared the promotion and outstanding success.

strictly business

Mr. BOWDEN

RADIO SPOT has never been bigger or better, and this trend will continue in the opinion of James D. Bowden, Minneapolis manager of the John E. Pearson Co., station representative firm. Mr. Bowden, who opened company offices there last September, has little direct contact with television because "we're not in that business yet and our AM stations are in non-TV markets.

An advertising man who has never worked at anything else, he was hired on his first job as an office boy and inter-departmental "snooper" (in an effort to learn what everybody else did, and why) at BBDO in Chicago. He had just returned from two years of service with the Third Army, 65th Divi-

(Continued on page 106)

Some agencies and advertisers have been unwittingly turning up the wrong answers through methods of interpreting B M B figures which fail to eliminate the frequent misleading *popularity factor.*

This organization has developed a method of using B M B figures which keeps the record straight on this important point —and is therefore uniformly fair to all types of stations, whether NBC, CBS, ABC, Mutual or Independent.

We will welcome the opportunity to demonstrate the value and soundness of this method to agencies and advertisers anywhere.

Adam Young Inc.

RADIO STATION REPRESENTATIVES

22 EAST 40th STREET • NEW YORK 16, N. Y.

NEW YORK • ST. LOUIS

CHICAGO • LOS ANGELES • SAN FRANCISCO

WTMA
CHARLESTON, S. C.

IS PLEASED TO ANNOUNCE THE APPOINTMENT OF
JOHN BLAIR & COMPANY

as exclusive national representatives
effective January 1, 1952

Affiliated with The Charleston Evening Post and The News and Courier, WTMA represents an unusually solid market for the advertiser. Here population is rapidly expanding . . . net effective buying income is considerably higher than the national average . . . retail sales show the largest gain of any city in the State. Your John Blair man will show you how these imposing upward trends tie in with WTMA's audience figures, and will give you the full story of the results you can expect over this station.

WTMA
CHARLESTON, S. C.
NBC Affiliate
1250 KC
5000 Watts Day, 1000 Watts Night

HARRY E. CUMMINGS, SOUTHEASTERN REPRESENTATIVE

JOHN BLAIR & COMPANY

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

***TWO TOP CBS STATIONS**
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

agency

WARD L. WEIST named vice president J. Walter Thompson Co., Chicago. He has been personnel director since 1943, and in 1[illegible] was named assistant secretary of the company.

JOHN B. BISSELL, vice president and account executive Benton & Bowles, N. Y., resigns effective Dec. 31, to join Charles King Radio Productions, N. Y., as chairman of board. In that capacity he will act as a consultant to advertising agencies and assist in the creation of advertising and merchandising ideas in print and radio and TV media.

RICHARD BELLAMY, director of publicity Benton & Bowles, N. Y., father of boy, Paul, Dec. 4.

LUCILLE WEBSTER, named business manager of TV and radio programming department Biow Co., N. Y., in addition to her duties in charge of legal and budget control.

KARL SCHULLINGER, radio and TV supervisor, Young & Rubicam, N. Y., named manager of production under NAT WOLFF, vice president in charge of radio and TV production. ELIZABETH HART, production assistant in TV, named casting director.

on all accounts

WHEN TV first arrived in Boston one of the leading agency pioneers of radio was ready, willing and able to help prospective video clients map their campaigns.

The agency is David Malkiel Advertising. Its president is Julian (Julie) Malkiel, who joined his late father's company upon graduation from school, to the great surprise of no one. Mr. Malkiel stayed on to become president of the firm, sharing his father's enthusiasm for radio and branching off into television with equal vigor.

Advance planning for TV recently won recognition in the form of the Gold Award presented annually by the Affiliated Advertising Agencies Network. The Malkiel organization won the coveted award for its TV campaign on behalf of Serta-White Cross Co., over WBZ-TV Boston.

Mr. Malkiel evaluates the two media in this capsule comment: "Radio, of course, is here to stay, but TV has already proven itself a dynamic revolutionary force equalled only by the development of the automobile. . . ."

He likes to recall, too, the claim that the agency founded by his father was first in radio history to use dramatic radio transcriptions for one-minute commercials. In 1932, he says, Kasper-Gordon Studios of Boston conceived "Minute Dramas" and produced them in collaboration with the Malkiel organization. He has continued to emphasize radio advertising despite TV's growth.

But Mr. Malkiel's current pride and joy are the commercials for Serta-White Cross Co. (Perfect Sleeper Mattress), consisting of 50 seconds of sound film and 10 seconds of silent footage. Price and dealer identification slides are superimposed over footage—a new TV technique, he believes.

Mr. Malkiel attributes the agency's readiness for TV to AAAN membership. "Even though television came to Boston long after it was in operation, we were able to use it for our clients immediately due to advance cooperation" with affiliates in Philadelphia, Chicago, and New York, he explains.

A native of Boston, Mr. Malkiel attended the U. of Massachusetts and majored in English. Equipped with creative talents, he directed and acted in theatrical productions. He also wrote continuity and directed broadcasting activities for the campus radio station.

In those days, he reminisces, "it was considered a major triumph if we just got the program on the air. The sponsor had to glue his ear to a radio within the very shadow of the transmitter if he was to hear his commercials."

The agency president is a member of the Boston Advertising Club and Brookline Chamber of Commerce. He is the exclusive Massachusetts member of the AAAN.

Occasionally he takes a breather from business and goes fishing. There's always a portable radio in his boat so he can hear his clients' advertising, he reports.

beat

WILLIAM T. CRAGO, staff announcer ABC Hollywood, to Leonard Shane Agency, Los Angeles, as radio-TV director effective Jan. 2. Mr. Crago will continue special talent assignments for television programs packaged by agency.

GEORGE I. BUSHFIELD, vice president and account executive, BBDO, N. Y., resigns from agency Jan. 1 to establish personal consulting business on advertising and public relations problems among firms not now employing advertising agencies in his home town area, Hunterdon County, N. J.

L. C. BARLOW, vice president and member of executive planning committee Brooke, Smith, French & Dorrance Inc., Detroit, appointed account supervisor.

RICKARD & Co., N. Y., moves to new office at 11 E. 36th Street. Telephone MUrray Hill 6-4870.

C. W. (Bill) BAILEY, to Chicago office Marsteller, Gebhardt & Reed. He was with Allied Radio Corp., Chicago, and NBC in Cleveland and New York.

BING & HAAS Co., Cleveland, has changed name to **RALPH BING ADV. CO.**, following purchase of firm by **RALPH BING**. Mr. Bing reports that there will be no change in personnel and accounts.

ROGER BOWMAN, radio and TV producer-director, appointed director of radio and TV, Turner & Dyson, N. Y. He will supervise procurement of all talent and program direction.

LOUIS BLOCK Adv. Agency, Chicago, moves to offices in First Federal Bldg. at 7 S. Dearborn St. Telephone RAndolph 6-5986.

SIL FLEISCHMAN, radio-TV director Sidney Clayton Assoc., Chicago, opens his own Chicago agency at 188 W. Randolph St.

ED PATTEN, sales manager R. H. Donnelly Corp., Chicago, to Marvin E. Tench Agency, Chicago, as account executive.

R. B. GEYER, president Geyer, Newell & Ganger, N. Y., elected chairman of board of directors for Reconstituted Advertising Research Foundation.

EDWARD H. BENEDICT, assistant to television network sales manager ABC, to J. M. Mathes Inc., N. Y., as contact man on Canada Dry Inc., account.

CHARLES McCORMACK, treasurer Compton Adv., N. Y., elected to board of directors.

OLIVE JENNINGS, radio director Grant Adv. of Canada Ltd., Toronto, named account executive and radio director Harold F. Stanfield Ltd., Toronto.

ROBERT McNELL, radio and TV department, Biow Co., N. Y., to W. Earl Bothwell Inc., same city, as director of radio and TV department.

ALLAN R. SILLS Co., Toronto, enfranchised as advertising agency by Canadian Assn. of Broadcasters.

ARTHUR O. WURTMAN, St. Georges & Keyes, N. Y., to Marschalk & Pratt Co., N. Y., in creative capacity in radio and TV department.

ROBERT KIBRICK, business manager of research department Kenyon & Eckhardt, N. Y., named director of media research and statistical analysis, succeeding **JAY ELIASBERG**, resigned.

Comdr. EDWARD W. FOSTER, USN (Ret.), named technical and engineering specialist Haight & Welsh, Hartford, Conn.

WIL ROBERTS Adv., Phila., moves to new offices at 1524 Chestnut St.

THOMAS R. COOPER, J. Walter Thompson Co., S. F., transfers to firm's Los Angeles office, as account supervisor.

FRANK LOUGEE, N. W. Ayer & Son, Phila., to Wank & Wank Adv., S. F., as account executive.

She's so nice to come home to!

"Soothing" is the word most often used by listeners to describe Diane — WBEN's Lady of the Evening. Among the hundreds of fan letters she receives every week a large number are from swing shift workers and other folks who catch her show on their car radios, and at home, too! They say Diane is so nice to come home to.

Diane spins restful records, gives special attention to requests and reads romantic poetry. She's on Monday thru Friday from 11:20 P. M. till midnight. So if you want to catch listener-buyers in their most relaxed moments, grab a segment of this popular show.

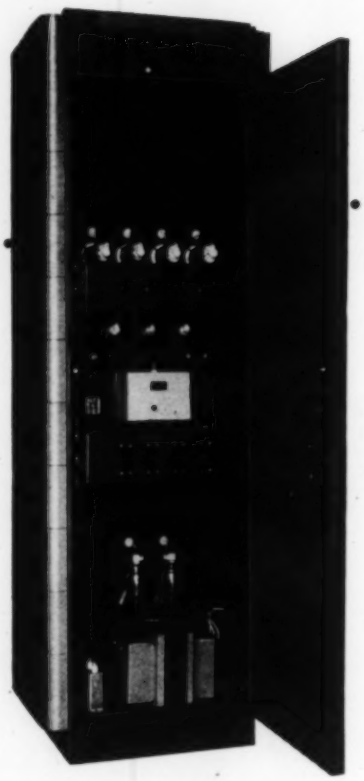
Ask Petry about availabilities . . .

WBEN

NBC BASIC - BUFFALO

Styled to match your audio

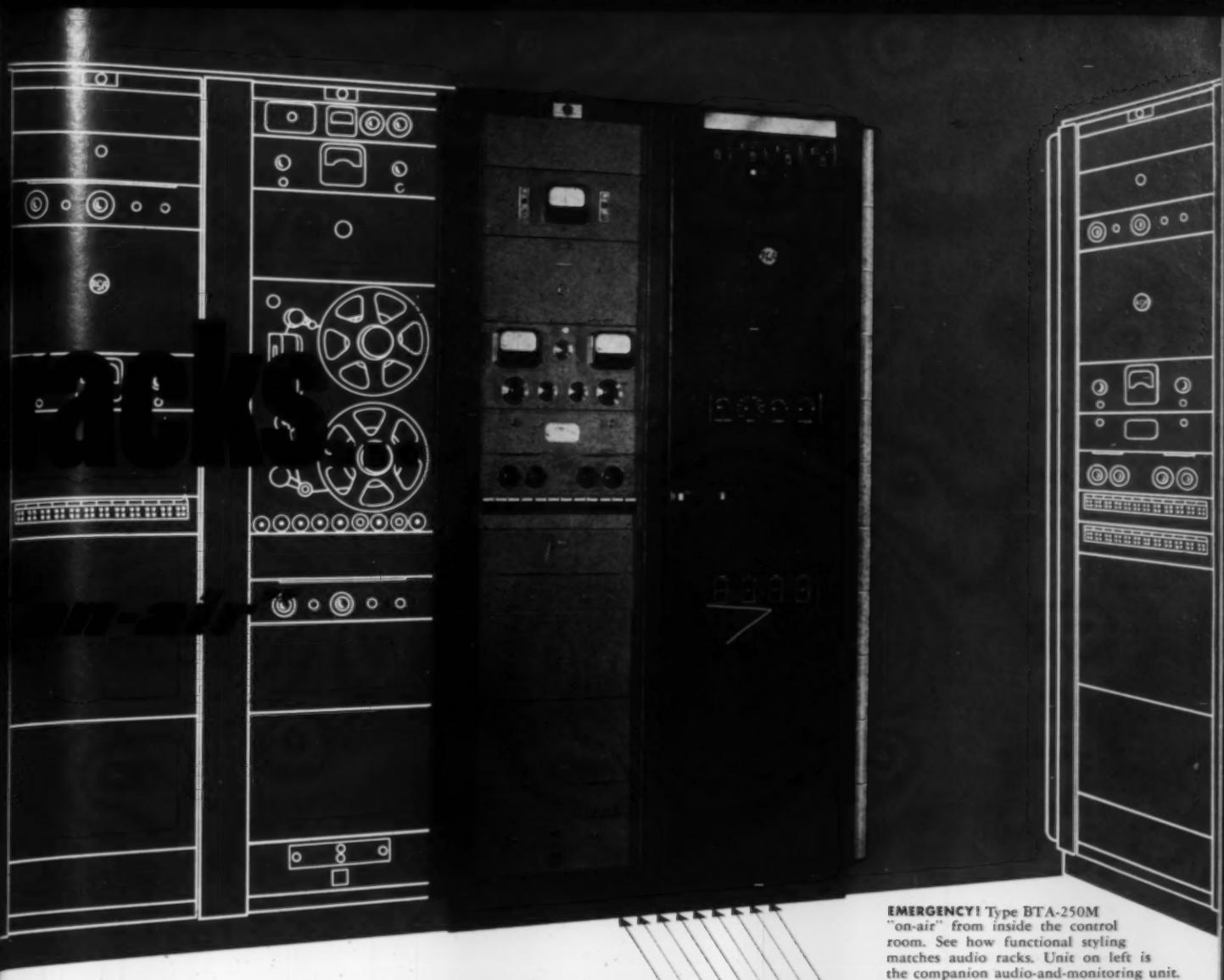
Ideal for EMERGENCY



▲ **NEAT AND SIMPLE**—with everything up front in easy reach.

◀ **RCA TYPE BTA-250M.** Same size as an audio rack.

RCA



EMERGENCY! Type BTA-250M "on-air" from inside the control room. See how functional styling matches audio racks. Unit on left is the companion audio-and-monitoring unit.

RCA's All-New 250-watt AM Transmitter (Type BTA-250M)

NOW YOU CAN TAKE ADVANTAGE of the surest, swiftest method known for staying on the air—regardless of what happens to your main transmitter. The answer—a standby station within the four walls of your control room, including a *complete transmitter and FCC-required monitoring equipment!*

"Feather-quiet" in operation—with no air blowers or A-C contactors—Type BTA-250M is the ideal transmitter for this "security" service. It is a single unit—same size as your audio cabinets—and can be installed in almost any control room set up. Installation is easy, too. *It was planned that way!*

Operation of the BTA-250M is simple. Just one control for tuning, and one for power output. Operating expense is next to nothing. Unmodulated, the transmitter takes only 1000 watts of power to run. Only 10 tubes all told. Only 3 tube types to stock—the RCA-807, 813 and 866A (carefully chosen for their economy, reliability, and availability under present-day conditions).

Here is a 250-watt AM transmitter with the latest electrical and mechanical features. No trick circuits. Compare its performance specifications with those of other AM transmitters. The BTA-250M will outperform any other transmitter in its class!

Be ready for the long pull ahead—with a reliable BTA-250M. It's a major advancement in plant economy for local broadcast stations. *It's the ideal "standby" for master control-room operation in the larger AM station!*

Ask your RCA Broadcast Sales Engineer about delivery. Or write Dept. 22XC, RCA Engineering Products, Camden, N. J.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen
to WPTF Than to Any
Other Station

No. 1 SALESMAN IS

NBC WPTF 50,000 WATTS 680 KC.

also WPTF-FM

AFFILIATE for RALEIGH-DURHAM and Eastern North Carolina

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING

VOL. 41, No. 25 DECEMBER 17, 1951

RESEARCH HEADACHE AT MIGRAINE STAGE

Chappell Describes Rating Conflicts

PRIMARY source of differences between Pulse program ratings and Hooperatings of identical programs is the inclusion in the Pulse roster of the names of many programs not heard by the respondent.

That is the conclusion of Dr. Matthew Chappell, head of the department of psychology, Hofstra College, in a study just completed for C. E. Hooper Inc. He was engaged to provide an answer to the question raised more than a year ago by Stanley Breyer, commercial manager of KJBS San Francisco.

In a full-page advertisement in BROADCASTING • TELECASTING (July 3, 1950) Mr. Breyer declared, "Two umpires behind the plate isn't any good in broadcasting, either," and proposed that the Hooper and Pulse organizations jointly finance a house-to-house coincidental survey whose findings would be compared to the regular Pulse and Hooper ratings to determine which "umpire," if either, was giving the more reliable information.

A committee of executives representing the various groups interested in radio research—advertisers, agencies, broadcasters, researchers—was organized to establish rules for the test survey suggested by KJBS. Instead, the group which was known as the Test Survey Committee broadened the scope of the survey to include all types of audience measurement and to cover other market areas in addition to San Francisco.

No Action Taken

The committee deliberated for months and completed a set of recommendations for the expanded test survey, then adjourned. Their recommendations have not been acted on.

In the absence of industry action, C. E. Hooper Inc. retained Dr. Chappell, formerly associated with the Hooper organization, and who had been a member of the Test Survey Committee (proposed, incidentally by Dr. Sydney Roslow, director of the Pulse), to attempt to provide answers to the still open questions posed by Mr. Breyer. Dr. Chappell's full report is now being prepared for publication by the Hooper organization, which meanwhile is releasing today (Monday) a 13-page digest consisting largely of "industry" questions which are answered with quotes taken from the Chappell manuscript.

In Four Parts

The full Chappell report is in four parts. Part I compares Nielsen Radio Ratings with U. S. Hooperatings, finding, the Hooper release states, "high correlation." Part II compares roster radio ratings (Pulse) with coincidental radio ratings (Hooper), finding "low correlation." Part III compares "Duplex Coincidental" (a Hooper system of providing reports on both radio and TV audiences) with both radio and TV coincidental, finding "high correlation." Part IV compares "Duplex Coincidental" with roster on TV ratings, reporting "same variable difference found in radio ratings is found in television."

The comparison between coincidental and roster ratings was made from reports on three cities, New York, Chicago and the San Francisco Bay Area, chosen to represent low, medium and high percentage of home telephone installations, respectively. Charts A and B, illustrating "systematic" differences found in San Francisco, were said to represent similar findings for New York and Chicago as well.

Describing the coincidental and roster methods, Dr. Chappell said: "Both are designed to measure psychological behavior—listening. The coincidental method, as a measure of behavior, has much to recommend it. It involves no significant span of retention and presents no stimuli which could lead to confusion in recognition. It requires of the respondent only that he report on what was being listened to just prior to answering the telephone. On the fact of it, it seems highly probable that the method is capable of yielding a more accurate measure of the psychological behavior of listening in telephone homes than any other method that has been devised.

"The roster requires considerably more psychologically of the respondent than does the coincidental. The respondent is presented with a list of program names, classified by station and time period for all the major stations in a given area. He may, therefore, report his listening for any given time period

(Continued on page 108)

THERE WERE clear indications last week that the radio research muddle had reached the point of desperation. It was a situation that had been growing progressively complex for 25 years as both sellers and buyers of radio time sought to measure that elusive quantity, the radio audience. But the problem was made the more acute by television. When TV came along, so many different services were measuring radio, each in its own way, that radio was, and still is, in danger of being measured to death. How critical the condition had become was evident last week in several ways: A survey of advertising agencies showed alarming lack of agreement among them as to which if any existing rating service was dependable (see page 26). Dr. Hans Zeisel, a leading research expert, excoriated the printed media for failing to provide up-to-date and accurate information on what TV has done to them (see this page). Dr. Matthew Chappell, another research expert, wound up a painstaking comparison of research techniques that showed, if nothing else, that wide discrepancies exist among radio rating services (see this page).

Are Printed Media Hiding TV Facts?

A STINGING REBUKE to magazine publishers and researchers for failing to make available the same statistics about the effect of television on magazine circulations and readership — as are readily obtainable for radio—was delivered Thursday by Dr. Hans Zeisel, director of research of the Tea Bureau.

Speaking on "The Effects of Television on Other Media" at a luncheon meeting of the New York chapter of American Marketing Assn., Dr. Ziesel distributed a modicum of Christmas cheer to radio broadcasters in TV cities by stating that so far as they are concerned "the worst is over."

Cites Research

Nobody doubts that TV has had an effect on radio, he said, especially after the radio rate reductions which made it "official." The only remaining question, as to the magnitude of this effect, can easily be answered for the present and predicted for the future, he said, citing the results of research conducted by Foote, Cone & Belding on which he was a consultant.

The traditional formula for computing TV's effect on radio, Dr. Zeisel stated, goes like this: "If at a certain hour radio listening in TV homes is 20% of the radio volume at that hour in radio homes, then this conclusion was drawn: radio loses listeners at the rate of 80% of the homes which it loses to TV—because the remaining 20% are still devoted to radio listening. Hence, the radio loss can be, at worst, as great as the loss of homes to TV, but never greater."

But, he pointed out, "the facts show the opposite. At a point where 20% of all homes had TV, radio ratings were down some 30%. The interesting solution of this puzzle is the fact that the homes who switch first to TV are the heavy radio listeners, causing radio's loss to be heavy and out of proportion."

The relationship between TV

(Continued on page 90)

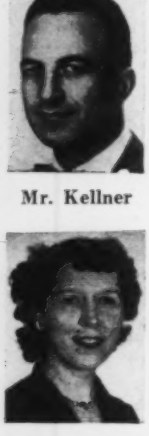
KATZ AGENCY

Sales Realignment Is Announced

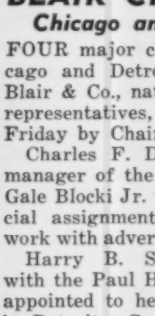
A REALIGNMENT of sales management of The Katz Agency is being announced today (Monday) by George W. Brett, vice president and AM-TV sales manager, who will become director of radio and television sales policy when the changes become effective Jan. 1.

* * *

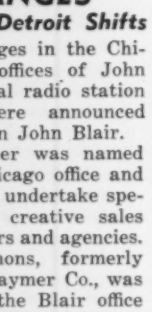
Mr. Brett



Mr. Kellner



Mr. Donahue



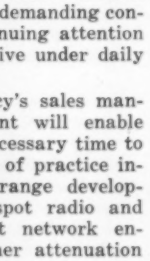
Miss Alcott

Other changes in the representation firm's executive lineup:

Morris S. Kellner, assistant sales manager for radio, to be sales manager with complete autonomy in radio sales management.

Scott Donahue Jr., assistant sales manager for television, will be sales manager with complete autonomy in TV sales management.

Margaret Alcott will be sales service manager for radio and TV. Earlier in the week, the agency announced that Ralph E. Dennis, former manager of ABC Radio Spot Sales and later of ABC TV Spot Sales has been appointed to the TV sales staff of the Katz Agency effective today (Monday).



Mr. Dennis

Explaining the changes and his own role in the realignment, Mr. Brett asserted:

"I shall continue to be active in sales, but not in its administration. There are basic industry problems in both radio and television demanding concentrated and continuing attention but impossible to give under daily priority pressures.

"The Katz Agency's sales management realignment will enable me to devote the necessary time to press for standards of practice influencing the long-range development of national spot radio and television, to resist network encroachment and other attenuation of national spot revenue.

"These changes are to meet the expansion needs and plans of The Katz Agency and its radio and television stations."

Mr. Kellner has been with Katz for more than 19 years, having joined the representative firm in 1932 following graduation from Rutgers U.

Mr. Donahue was identified with WPIX (TV) New York from its inception and previously served in the advertising department of the *New York Daily News*, which owns WPIX. He joined Katz about two years ago.

14-Year Career

Miss Alcott's advertising career includes 14 years with Katz and, formerly, with the Barron Collier car card organization.

Mr. Brett is a veteran of many years with Katz and he formerly was with the Frank Seaman Adv. Agency. With Katz he progressed to vice president, director, and then general sales manager. He is credited with guiding the firm's sales of newspaper, farm paper, radio and TV advertising during all of the company's transition growth.

Mr. FINESHRIBER

FINESHRIBER

Becomes MBS Exec. V.P.

WILLIAM H. FINESHRIBER Jr., MBS vice president in charge of programs since July 1949, has been appointed executive vice president of the network, Frank White, president, announced Thursday following a quarterly meeting of the Mutual board which approved the appointment.

Mr. Fineshriber succeeds to a post left vacant since Robert D. Swezey, now general manager of WDSU-AM-TV New Orleans, resigned as executive vice president in 1947. He will continue in charge of programs, it was further stated last week.

After graduation from Princeton in 1931 and some advanced study at the Sorbonne in Paris, Mr. Fineshriber on his return to America joined the public relations staff of CBS, which he left after three years to serve temporarily as the manager of Carnegie Hall in New York.

Rejoining CBS, he was successively producer-director of a number of network programs, commentator, director for shortwave programs during the war, director of operations and from 1946 to 1949, general manager of the CBS program department. From there he went to MBS.

HOWARD MEYERS

Joins Taylor Office

APPOINTMENT of Howard (Howdee) Meyers, sales manager of NBC's WMAQ Chicago, as head of the Chicago office and midwest territory of the O. L. Taylor Co. was announced last week by O. L. (Ted) Taylor, president of the station representative firm.

Mr. Meyers

Mr. Meyers will succeed James Thompson, who is leaving the Taylor organization to join the new station representation firm of Henry I. Christal Co. (see story page 29). The appointment is effective Jan. 2.

Mr. Meyers, who is president of the Radio Management Club of Chicago, was with WGN Chicago from 1938 to 1942, and in 1942-43 was radio director of the Chicago Office of Civilian Defense. In the infantry from 1943 until the end of World War II, he rose from private to first lieutenant, and after the armistice became program director of the Armed Forces Network. He returned to the U. S. in 1946, joining NBC in Chicago where he served first in the program department and then in NBC Spot Sales. He was made sales manager of WMAQ in December 1950.

BLAIR CHANGES

Chicago and Detroit Shifts

FOUR major changes in the Chicago and Detroit offices of John Blair & Co., national radio station representatives, were announced Friday by Chairman John Blair.

Charles F. Dilcher was named manager of the Chicago office and Gale Blocki Jr. will undertake special assignment of creative sales work with advertisers and agencies.

Harry B. Simmons, formerly with the Paul H. Raymer Co., was appointed to head the Blair office in Detroit. George Rapp, former account executive for Moloney, Regan & Schmitt, newspaper representatives, joined the Blair Chicago office as account executive Dec. 1, Mr. Blair also reported.

Mr. Dilcher, prior to joining Blair as account executive in 1937, had been associated with the Western Advertising Dept. of Scripps-Howard newspapers both in Chicago and as manager of the Dallas office for five years.

Mr. Blocki has been a Chicago account executive since 1936 and a Blair vice president since he has had agency experience with Erwin, Wasey & Co. and media representative work with *American Boy* magazine *Good Housekeeping*, and General Outdoor Advertising.

C&W Names Gort

NORMAN G. GORT, in charge of public relations for Liggett & Myers Co. at Cunningham & Walsh, New York, has been made director of radio and television for Chesterfield cigarette advertising. He will be assisted by Moulton Sawin, manager of radio and TV copy, and R. P. Dunnell, associate producer, named manager of radio and TV production. D. E. Provost will be in charge of public relations activities for the account at the agency.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Are you still looking for a seal of approval?"

NETWORK RATES

FCC Study Is Underway

By EARL ABRAMS

NETWORK radio rate plans are getting the once over from the FCC.

The Commission wants to see whether networks are building up the visual broadcast medium at the expense of sound broadcasting [CLOSED CIRCUIT, Dec. 10].

Thus far BROADCASTING • TELECASTING has confirmed that:

● FCC General Counsel Benedict P. Cottone has been asked to look into the NBC plan, so far the only one announced, to determine whether the Commission has the power to stop it—if it decides it is not good for broadcasting.

● FCC Economics Chief Hyman H. Goldin has prepared a memorandum on the NBC plan which is a detailed exposition on the subject. The memorandum contains no recommendations.

● No formal motion for an inquiry, however, has been adopted.

Comr. Robert F. Jones, who was instrumental in having the economics study instituted several weeks ago, last Friday summed up his view on NBC's proposed rate adjustments in these words:

"If NBC is trying to depress AM by using TV's impact on radio to cut its affiliates' rates, then I think we should take a look at it. After all, we are the umpire for broadcasting and we are responsible for AM as well as TV."

He, as well as other Commissioners, stress that what they are doing is only a look-see and that the current study might result in nothing being done.

NBC's Economic Plan

The NBC economic plan, announced last month, envisages the weighting of several factors in making up its affiliates' network radio rates. One of the factors is the number of TV sets in a market [B•T, Nov. 5].

That FCC has been keenly aware of the play of economic forces between AM and TV is no secret.

Item: FCC Chairman Wayne Coy's "big wind" speech at the 1951 NARTB Chicago convention last April [B•T, April 24].

Item: Comr. Robert F. Jones' "beware the foxes" speech to Ohio Assn. of Broadcasters last year [B•T, May 29, 1950].

TV is going to be the No. 1 broadcast medium, Chairman Coy declaimed to NARTB members, and radio broadcasters better get ready for that day. He urged more and better local programming as one means of maintaining a radio station's standing in the community.

Big, bad wolf of aural broadcasters is the multiple-interest broadcaster, Comr. Jones charged in his speech. He referred, he said, to those who had bigger investments or incomes in TV broadcasting or manufacture.

At one point he warned: "Whenever the network decides that there are enough TV sets in the mass areas so that the TV dollar is easier to garner than the sound broadcasting dollar, then the networks can blow the whistle on every network-affiliated sound broadcaster by merely refusing to renew the affiliation contract except at a lower rate. . . ."

He also said then, "You broadcasters are not confronted with a competitor who is primarily interested to see this medium live, but one who may be interested in seeing it live long enough to make the transition to the new medium [TV]."

It is not always necessary for the Commission to act formally in these matters. Sometimes by just permitting the broadcaster to know that it is slightly doubtful of his actions it can force him to backwater, observers noted.

Scans 'Show of Shows'

That power was exemplified early last year when NBC's Saturday night *Show of Shows* extravaganza ran into the shoals of FCC's dubiety [B•T, Jan. 2, 1950 et seq.].

Without putting the FCC's authority to test, NBC revised its plans for the Saturday night show to comply with Commission thinking. The issue was the manner in which NBC planned to sell the show, involving time orders to its affiliates.

The Saturday night issue was raised by DuMont Television Network, which protested to the Commission. So far as can be learned, no official complaints have been made to the FCC by any NBC affiliate on the matter of its economic plan.

Additionally, Chairman Coy has made no bones about the Commission's intention to look into network operations. From time to time he has mentioned that the FCC was considering taking a new look at the chain network rules.

One of Mr. Coy's earliest remarks on the subject, and one that illustrates his thinking best, many feel, was made at Amherst College in 1949. During the course of his speech there, he told the students:

Almost a decade has elapsed since that network investigation. There have been far-reaching developments in all phases of broadcasting since that time. In view of those developments the Commission has long-realized the desirability of another survey of network practices—not only to determine how the regulations are working with respect to standard broadcasting, but also to examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television fields.

When FM and television emerged, the chain regulations were applied to them almost in toto without a separate investigation. It is entirely possible that the conditions in FM and television are sufficiently different from those in AM that other or additional regulations are needed to protect against monopoly.

Subject of the Commission's chain network regulations thundered through FCC hearings beginning in 1941 and ended in 1943 when the Supreme Court upheld FCC's rights to promulgate such rules.

It was in the same year that the Commission put into effect a previously passed regulation forbidding the ownership of more than one broadcast station in the same market area. This is the FCC's famous duopoly rule.

Up to the present, FCC has accepted the presumption that owning single AM, FM and TV stations in the same market does not not fall under the duopoly ban. But, that is no sign that it could not change its mind if it so desired, it was noted.

AFFILIATES RATES

NBC to Pursue Plan

ANY LINGERING doubts that NBC intends to go ahead with its basic economic plan for radio were dispelled last week as officials reported that affiliates will be given notice of their respective forthcoming rate standings by the first of the year.

Changes dictated by the network's formula for reappraising individual stations' network rates are slated to become effective July 1. Officials pointed out that in giving written notice by Jan. 1 the network is acting more than 180 days ahead of the effective date, whereas affiliation contracts require only 90 days' notice.

This was taken to mean that more than half of the NBC radio affiliates are in line for downward rate adjustments, since the contracts provide for 90 days' notice on rate cuts only when a "majority" of all NBC stations are being cut.

Overall, the individual reductions and raises balance each other to a point where the total rate for the full network is little changed, officials have explained.

There had not been much expectation that the network would hold up on the new rate plan, even though affiliates at the NBC convention at Boca Raton little more than a fortnight ago voted 72-to-22 that the plan be kept an abeyance until further studies could be made [B•T, Dec. 3].

ABC RATE VIEW

Readjustments Held Untimely

ABC contends NBC's station rate adjustment not only is untimely and unwise, but that the time is foreseeable when radio will be "properly" appraised and daytime rates can be raised.

These views, it was learned last week, have been stressed repeatedly by ABC officials in a series of closed meetings—now nearing completion—with the network's affiliates throughout the country.

In these sessions, President Robert E. Kintner and his executive associates have made clear that they think "opening up" the rate question at this time will automatically subject rates to pressures for downward adjustments.

They also have gone on record as holding that the NBC rate readjustment formula, aside from being untimely, omits an important factor—the quality of station management. Management of each station, they contend, must always be among the factors considered in reappraising the station's rates.

The ABC affiliates also have been told that NBC's formula is "wrong" for other reasons—because adequate data are not available to indicate what TV's effect is or is not, for one thing, and ABC also shares CBS Radio's view that BMB data on radio circulation are too old to be meaningful today.

* * *

ABC President Robert Kintner (r) conducted ABC affiliates meeting in Chicago, among whom was Thomas L. Evans (l), KCMO Kansas City.

On the rate question, BROADCASTING • TELECASTING erroneously reported in the Dec. 10 issue that President Kintner had suggested to an affiliates meeting in Chicago that radio rates be reduced in TV areas in proportion to declines in ratings.

Actually, ABC has been—and still is—engaged in special studies of the rate question and its officials feel they must await the outcome of these before advancing definite proposals. They feel the rate issue is in a time of "crisis," according to the views they have given affiliates, and that decisions should be delayed until more complete information has been compiled and "emotion" abated.

ABC stations have been assured

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DO THE BUYERS of broadcast advertising have faith in present audience measurement services? This ambitious survey, conducted by the Paul H. Raymer Co., indicates they don't. Or at least such faith as is expressed certainly isn't absolute. Both buyers and sellers of broadcast time will find provocative reading in this article which describes the most definitive study recently made into the question. . . .

HOW DO AGENCIES RATE THE RATERS?

By ARTHUR C. SCHOFIELD

Director, Promotion and Research
Paul H. Raymer Co.

Some years ago I heard a street-corner missionary, in an attempt to cast doubt upon the larger, better established denominations, say this: "They all can't be right, and there is a great possibility they are all wrong."

The same could be said about the present methods of audience measurements.

Last year, $453,605,722 was spent for the purchase of radio time; with, of course, the larger share going to those time segments with the best ratings.

Whose ratings? What did the rating mean? How much of a station's service area did the surveys cover. Why were certain ratings used, while others were rejected?

With over $453 million-odd dollars at stake the answer to those questions are important. Accordingly I mailed to over 1000 time-buyers and agency executives, representing all types of agencies in every section of the country, a simple, three-part questionnaire:

Question 1. Do you believe, accept and use audience data (share of audience, composition of audience, time segments, ratings, etc.) of:

ARB	yes	no
Conlan	yes	no
Hooper	yes	no
Nielsen	yes	no
Pulse	yes	no
Tele-que	yes	no
Trendex	yes	no
Videodex	yes	no

Question 2. Please rate the services in the order of your preference (1-2 etc.)

ARB
Conlan
Hooper
Nielsen
Pulse
Tele-Que
Trendex
Videodex

Question 3. For total station audience do you accept:

BMB	yes	no
½ MV/M contour	yes	no
either	yes	no
Prefer	BMB	½ MV/M contour map

Respondents were asked to check spaces best expressing "your and your agency's opinions." Signatures were requested, but all respondents and agencies involved were guaranteed their names would not be divulged. Realizing what might happen I made one further request: "No cuss words, please; my secretary has led a cloistered life."

Big Agencies Replied

Returns from the agencies far exceeded my most optimistic expectations with more than 18% returns. I knew those interested in timebuying activities were concerned with the confusion now present in the industry, but I was delightfully surprised at the cooperation I received. Every one of the country's largest agencies returned the questionnaire or, in some cases, two-page letters explaining their feelings on the "muddle" created by claims and counter-claims of various services. In fact, the comments accompanying the questionnaires proved invaluable in the appraisal of the entire rating picture.

Because respondents were assured of complete anonymity, they spoke honestly and freely. Reflecting the spirit and sentiment of many was this from an eastern agency:

"You'll probably get this reaction from every quarter, but . . . I might as well get in my two cents worth. While I'm ready to accept the three surveys checked, how much more useful any one of these alone would be! This idea of 10 rating services is a fiasco. The smallest 'coffeepot' in existence, by selective quoting from various findings could 'conclusively prove (just see what Conlan, Nielsen, Trendex, etc. has to say about us) that ours is the best station in the market.' When there are that many rating services in existence, *they cease to be a service and become a racket.* While the government is so busy slapping ceilings on everything, I wish they'd direct their attention to this. The situation is completely out of hand and gets worse every year. If things are to progress as they are going now, and you were to send me this questionnaire five years from now, I'm pretty sure I'd answer "NO" to my acceptance of any service you might list. And that's about all I dare say on this subject without offending the shell-like ear of your cloistered secretary."

To those stations who fail to merchandise, or publicize, their SALES results and rely heavily on published ratings, let me point to several comments, among many received, that prove sales are important. Here's one:

"Definitely feel that every rating service has its drawbacks and that they can be used only as a trend at best. Past and present sales results much more important." Here's another:

"We do not believe any of the rating systems are 100% accurate. We accept and use the audience data only because the client wants ratings. We always indicate to our client the discrepancies. Sales are the best answer to a program's popularity."

Some years ago, while serving as sales promotion manager of a 50,000 watt NBC affiliate, I was shocked to receive a rating report indicating "no listeners found in this sample" in one segment of our long-established, highly-successful woman's program. As the announcement rate on this show was the highest on the station, everyone involved examined the situation thoroughly. First we discovered the program received more mail than the rating service made phone calls; and secondly, advertisers, fully satisfied with the program, reported sales were up. Not an advertiser cancelled — their SALES proved the program had more than an audience; it had a receptive audience.

Do the agencies have confidence in the present rating services?

Replies to question 1 clearly indicate opinion to be divided on the subject. However, not one of the eight services listed received a "YES" from as many as 85% of

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Mr. Schofield

THE author is a veteran of 26 years in broadcasting and advertising. He started out in programming on Philadelphia stations, later was assistant advertising manager of the home receiver division of RCA Victor, advertising and sales promotion manager of WFIL Philadelphia, director of advertising and sales promotion for KYW Philadelphia and advertising and sales promotion chief of the DuMont TV Network. For the past year he has been director of promotion and research at Paul H. Raymer Co., station representative.

AFFILIATES GENERALLY ENDORSE PLAN OF CBS

Agency, Advertiser, Station Reactions

NEW plan of CBS Radio to let advertisers use any reasonable number of affiliates drew generally favorable comment last week from CBS affiliates. The CBS "Selective Facilities Plan" and "Standard Facilities Plan" greatly liberalize the purchase of network time [B•T, Dec. 10].

Endorsement of the project came from many of the CBS affiliate representatives who attended a joint meeting of CBS Districts 4, 5 and 8, held last Monday in New Orleans (see story, column four).

First advertiser reaction to the CBS Radio plan, based on preliminary study, appeared to be favorable to the move to increase the flexibility of network advertising—a key feature of both the "Selective Facilities Plan" and the liberalized "Standard Facilities Plan."

Pro-Rated Costs Seen

It appeared certain, however, that advertisers buying time under the "selective" plan — which requires a sponsor to make his program available to all CBS Radio affiliates and allow it to be sold through CBS Radio to non-competitive advertisers in markets he himself does not use—would insist that a formula be provided for prorating program costs.

What effect the new sales policies would actually have on advertisers' buying habits remained to be seen. One observer, at least, took occasion to express the view that advertisers traditionally insist they should be granted privileges—but often fail to take advantage of them when they are offered.

Agency spokesmen offered no comment on the play pro or con, apparently preferring to wait until they have received a direct bid before formulating final judgments.

In some quarters there was speculation that CBS Radio will encounter difficulty in implementing the "selective" plan, in that it may be hard to make "subsidiary" contracts coincide exactly with the 13-week cycles of the "original" advertiser.

The National Assn. of Radio & Television Station Representatives similarly had no comment. In NARTSR's case, however, the absence of a statement of views was attributed by a spokesman to the feeling that NARTSR members' interests are not affected. These spokesmen looked upon the plan as strictly a network sales device which has no bearing on spot broadcasting.

Nor did leaders of the all-industry Affiliates Committee choose to pass upon the proposal immediately. Observers noted, however, that CBS Radio's elimination of "must buy" status under the "selective' plan, for instance, may come within the range of gunfire released by the committee in its protest again NBC's basic economic plan.

CORRIDOR discussion at the CAAB meeting in New Orleans last week is held by (l to r): David Smiley, WDAE Tampa; Howard Summerville, WWL New Orleans; Glenn Marshall, WMBR Jacksonville; Howard S. Meighan, CBS Radio president; and Spencer Mitchell, WDAE.

At that time the committee said, in part:

"The basic reason for the existence of national networks is to provide national coverage. Any steps which tend to break down this concept will redound to the injury of the network, the affiliate, and the public". [B•T, Nov. 12].

Following are views expressed to BROADCASTING • TELECASTING by CBS affiliates, CBS officials and others:

Clyde Rembert, KRLD Dallas—"On the selective plan, I think it's good. However, I really haven't had to digest it and find out exactly what its effect is going to be. The fact that the programs are going to be guaranteed to the stations, either on a commercial or sustaining basis, is a good thing and certainly will hold up CBS ratings and audience."

John S. Hayes, WTOP-AM-TV Washington—"The CBS Selective Facilities Plan represents a forward-looking step for network advertising." He feels it should be clarified in its application to different situations and also endorsed the liberalized Standard Facilities Plan.

William B. Quarton, WMT Cedar Rapids, Iowa.—"I hope to be proven wrong but it looks to me like another step in the wrong direction."

Charles C. Caley, WMBD Peoria,

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New Orleans Meet Expresses Approval

WORK of the all-industry Affiliates Committee in connection with network rates and evaluation of the medium was "heartily endorsed" by representatives of CBS affiliates in Districts 4, 5 and 8. The action was taken during the regular joint session of the districts, held last Monday in New Orleans.

Chief interest in the meeting centered around the new plan of CBS Radio permitting advertisers to buy on a selective basis (see story, column one).

Text of the resolution approving work of the all-industry group follows:

"Resolved that the affiliates of the CBS Radio Network of Districts 4, 5 and 8, meeting at New Orleans Dec. 10, 1951, do hereby heartily endorse the work of the Affiliates Committee and are particularly desirous of recording their wholehearted approval of the recent report submitted by the Affiliates Committee in connection with the evaluation of radio.

"It is further resolved that a copy of this resolution be sent to Paul Morency, chairman of the Affiliates Committee, for the information of the committee."

In other resolutions the joint meeting thanked Howard Summerville, WWL New Orleans, for arranging the session and serving as

(Continued on page 87)

SELL RADIO DRIVE

BAB Gives Details

DETAILS of an extensive 17-project radio promotion campaign for 1952, calculated to promote the sale of radio on an overall basis as well as to help stations to help themselves, were announced by BAB last Wednesday.

The program includes, at the national promotion level, a series of special studies and presentation, regular contacts with advertisers and agencies, and basic research on radio's power and penetration, including research on competing media; and, at the local level, regular issuance of a variety of sales aids, an annual sales opportunities calendar, and a blueprint for joint promotion of radio by groups of stations within individual markets.

The campaign plans were outlined at a news conference by BAB President William B. Ryan; Kevin B. Sweeney, vice president in charge of promotion and sales, and John F. Hardesty, local promotion director.

Compilation of data on "radio's uncounted audience" — automobile sets, radio sets in TV homes, size of the extra-set market, auto listening, and other out-of-home listening—will be one of the projects in promotion at the national level.

While the studies in some instances will include bringing together data already collected in individual markets, Mr. Sweeney said, the project also includes original studies. For instance, he said, Pulse Inc. is conducting a pilot study in 20 areas to determine the extent of the extra-set market. Another feature, slated for March, is a 50,000-interview survey on listening in automobiles.

Effectiveness Tests

Plans also envision tests to measure radio's effectiveness against that of (1) television and (2) magazines for national advertisers in the packaged goods and heavy appliance fields if arrangements can be worked out with advertisers and stations. These tests would be similar to the American Research Bureau Inc.'s radio-vs.-newspaper tests—50 of which have been compiled by BAB under the title "Count Your Customers," further exploitation of which is another part of BAB's 1952 plans.

Also in the radio-vs.-competitors category, BAB is planning a report on magazine penetration and circulation; a second edition of an earlier BAB breakdown on magazine circulation, county-by-county, with radio-magazine comparisons on a national basis; compilation of data to show that TV penetration is slowing down, and a salesmen's handbook on newspaper readership.

Special presentations on radio's values as applied in specific industries already are under way in the automotive, tire, and paint fields, and will be followed in the spring with one dealing with the farm market.

To urge that they give radio a chance to prove its worth, BAB representatives are making sales calls on national chains and associations, national-local advertisers, and strictly national advertisers. These calls already have been started and will continue in January.

Regular contact will be main-

(Continued on page 87)

1891 Louis G. Caldwell 1951

FINAL tribute to Louis Goldsborough Caldwell, 60, often called the dean of radio law, was paid Friday at a small, private funeral service held in Tecumseh, Mich. This ceremony was in accord with his wish, as was omission of services in Washington, D. C.

Known throughout the world for his achievements in the fields of communications law and regulation, Mr. Caldwell had been active almost to the day of his death, last Tuesday. He was found dead in his bedroom by a servant bringing his supper. Immediate cause of death was a heart condition, from which he had suffered several years.

A fortnight ago Mr. Caldwell suffered a heart attack and had been under a doctor's care. He had worked up to the time of the attack. His last appearance at the office was Dec. 6, when he took part in a meeting.

He had been advised for some time to avoid activity, but held a private belief that complete rest would cut down efficiency of his circulatory system and aggravate high blood pressure. For several weeks he had grieved the death of his younger brother, Edward C. Caldwell, also a member of the Chicago law firm of Kirkland, Fleming, Green, Martin & Ellis.

Surviving are his mother, Mrs. John D. Caldwell, Oak Park, Ill.; one daughter, Mrs. G. K. Brobeck Jr., Holyoke, Mass.; a sister, Mrs. Margaret Dall, Libertyville, Ill., and three grandchildren.

The body rested in the Gawler funeral home, Washington, until Thursday afternoon when it was moved to Tecumseh for the services. The family requested omission of flowers, suggesting gifts to Children's Hospital, Washington.

First General Counsel

To a considerable extent, Mr. Caldwell was a martyr to the radio regulatory pattern he personally outlined when the old Federal Radio Commission drafted him in the summer of 1928 to serve as its first general counsel. The three-month draft lasted a full eight months, a period in which he worked night after night and frequently slept on a couch at his office.

He gave so much of his body and mind to the critical task of shaping radio's regulatory and legal framework that he left the job in a state of near physical collapse. He rested several months before returning to private practice.

A shock of prematurely white, wavy hair was a trademark known in many nations. His hair had turned snow white while he was still a young man, at that time giving him an appearance of maturity that belied his years.

Besides his worldwide fame in communications, Mr. Caldwell was a prominent figure in national and

international legal circles. His hobbies included documentary studies of World War I, international law and music. For years he had planned to write a book on the background of the first war but was never able to find time for the undertaking.

His collection of documents on the subject is one of the finest in the world. He often obtained relaxation at the piano, and in addition played violin and accordion. He enjoyed composing ditties and skits, some of which were performed at legal functions, and at Washington's famed Gridiron Club.

Mr. Caldwell went to work with the Kirkland, Fleming law firm in 1916. Shortly after getting his salary raised from $10 to $12 a week he was turned down by the Army because of his sight, but got into the European proceedings via the ambulance service and then the Foreign Legion where he won a lieutenancy and the *Croix de Guerre*.

His radio career grew out of the 1926 breakdown of regulation under the Dept. of Commerce, of which Herbert Hoover was secretary. At the time WGES Chicago decided to squat on a frequency near that of WGN Chicago, a Kirkland, Fleming client. Mr. Caldwell took the case to court, winning a temporary injunction before the dispute was referred to the then new FRC.

Set Up Law Department

His pleading led the FRC to set up a law department instead of using lawyers assigned by Dept. of Justice. FRC prevailed on him to be its first general counsel. In the eight months as general counsel he and a small group of attorneys around him operated almost without furniture, even purloining a stack of wastebaskets to use as files.

That brief regime produced a complete set of FRC regulations, along with many reports and decisions. Besides, Mr. Caldwell aided in the general and shortwave broadcast allocations and successfully defended the Radio Act against charges of unconstitutionality.

At FRC he became convinced that the Radio Law limited the government's licensing powers and he opposed use of the licensing system as a device to extend FRC's controls. He became an ardent advocate of free speech and opposed any regulation carrying censorship aspects. These beliefs he held and fought for to the very last.

Returning to Kirkland, Fleming in 1929, he made so many trips to Washington that the firm opened a capital office and later named him resident partner. In the 1930 50-kw hearings he fought on behalf of the clear-channel principle. In 1934 a group of clears asked him to represent them in the then current FCC inquiry.

He took an active part in developing the first data on nighttime skywave, still used by FCC and part of the first NARBA. In subsequent hearings he fought the clear-channel battle in the belief the clears could provide needed service to many areas not adequately served by smaller-power outlets.

Acted in Advisory Capacity

At most of the international radio conferences Mr. Caldwell was active in an advisory capacity and he was considered by many to be the outstanding authority in such matters. He had tried during the Madrid conference of 1932 to add broadcast frequencies in the 400-500 kc band but this was scuttled by the military. He felt such frequencies would have cured many of broadcasting's allocation troubles.

Both Press Wireless and Aeronautical Radio Inc. were formed by Mr. Caldwell to meet service needs of newspapers and aviation. He devoted much time to their early activities. Through his career he was the author of a large number of articles on radio law and he edited the Journal of Radio Law and George Washington Law Review. He was known as an authority on administrative law.

He corresponded with leaders of the bar in other nations and wrote a number of articles on radio-copyright law. Reading and speaking German and French fluently, he translated countless works into English.

Never active in politics, he nevertheless was the friend and confidante of many persons high in Washington life.

Mr. Caldwell was a native of Oak Park, Ill., attending public schools in that city. He received an AB. degree in 1913 at Amherst, where he was named to Phi Beta Kappa. Later he became a trustee of the college. He received MA. and LL.B degrees at Northwestern. U. Law School, going directly to Kirkland, Fleming. After World War I he lectured at Northwestern.

In 1921 he married Irene Buyse from whom he was divorced several years ago.

The list of posts he held in the legal and radio world is long and imposing. Among them were chairman of American Bar Assn. Committee on Radio Law, 1928-29; chairman, ABA Committee on Communications, 1929-33; member of Washington Committee of ABA; first president of Federal Communications Bar Assn., 1936-37, and executive committee member 1937-40; member of Illinois and Chicago bars, Assn. of Practitioners before ICC; American Judiciary Section; American Society on International Law; American Law Institute; Institute of Radio Engineers.

Clubs and fraternities included Delta Upsilon, Phi Delta Phi, Metropolitan, National Press Club and Order of Coif. He was founder and president of Inquiriendo Club, which met at his home, 2906 Cleveland Ave., Northwest. During World War II he provided homes for some three-score service people to help meet the capital housing shortage, and was forced to take a license as a rooming house operator. The house was known as "Malay Club" after some trophies left by a British guest.

At the time of his death, Mr. Caldwell was defense counsel for the Washington *Times Herald* in a $5,100,000 suit brought against the newspaper and others by Drew Pearson, radio-newspaper columnist. The *Times-Herald* is owned by Col. Robert R. McCormick, also owner of the *Chicago Tribune*, (WGN-AM-FM-TV) and the *New York Daily News* (WPIX (TV)).

Served Without Fees

Many times Mr. Caldwell served without fee as counsel in radio cases involving questions of general industry interest. He was Washington counsel for two G. A. Richards stations and served in the legal battle to protect the Richards property from deletion by FCC. Similarly, in the FCC's newspaper ownership proceedings a decade ago he fought bitterly any attempt to prevent newspapers from owning radio stations. On the other hand, he supported FCC in its network monopoly regulations of the early 40s, as counsel for Mutual.

Under terms of the will, written last Oct. 21, Mr. Caldwell's entire estate goes to Mrs. Brobeck. Named executors and trustees were Kelley Griffith, Chauncey P. Carter Jr. and R. Russell Eagan, associates in the law firm. No estimate of the property value could be made at this time. The will stipulates that Mrs. Brobeck is to receive at least $6,000 a year income from the property for the next ten years at which time she will receive the principal. In case buying power of the dollar is reduced, the $6,000 is to be increased. Mrs. Brobeck's children would receive the estate if she died during the 10-year period.

POLITICS ON AIR

CONGRESS, which long has considered the political broadcast issue a "hot potato," apparently has not changed its attitude.

Asked whether Congress might explore the problem in the second session of Congress that opens next month, Sen. Edwin C. Johnson (D-Col.), chairman of the radio-active Senate Interstate & Foreign Commerce Committee, told BROADCASTING • TELECASTING: "I have my doubts."

Reminding that Congress could easily look into political broadcast libel if it so desires, Sen. Johnson said the committee has no advance plans to take up the subject.

But, he said, should there be strong "expressions" for "clarification" of broadcast libel, in light of Sec. 315 of the Communications Act, then the committee would schedule the legislation. He noted the proximity of the "red-hot" local, state and national elections, which will be held next November.

There are three political broadcast bills now before the Senate and House Interstate & Foreign Commerce Committees. Two of them, one in each branch, are identical; the third is a more recent bill (HR 5470) drawn by Rep. Walt Horan (R-Wash.). All of them are designed to clarify Sec. 315.

On the state level, meanwhile, the newly-formed Maryland-D. C. Broadcasters & Telecasters Assn. is working for libel protection of the broadcaster who carries political talks on his station in the Free State.

Asks Libel-Proof Bill

The association last week asked the state legislature to take up a libel-proof bill when it meets in a February session. That session is to take up emergency legislation. Bill, forwarded by the Maryland-D. C. group, would amend the libel laws of the state. It would exempt broadcasters from libel or defamation damages in cases where they are unable to censor a candidate's speech under Sec. 315 of the Communications Act.

The bill is drawn up according to the model defamation statute prepared by the NARTB. NARTB's model bill also would exempt broadcasters from libel damages if they exercise "due care."

Legal sources in Washington agreed that about a third of the states now have laws which do not hold the broadcaster liable if he exercises due care. These are: Wyoming, Virginia, California, Colorado, Florida, Georgia, Iowa, Kansas, Louisiana, Maine, Michigan (this year), Nebraska, South Dakota, Utah, Oregon and Nevada (this year).

States which exempt the broadcaster from libel for material contained in a political broadcast by a candidate, or by a non-candidate on behalf of a candidate, are Georgia, Louisiana, Virginia and Wyoming. Hawaii limits its protection to a candidate only.

States which have similar exemptions are California, Colorado, Maine, Nebraska and Michigan. Montana and Florida have laws which are "fairly close" to NARTB's model statute, section 2, which deals with political broadcasts. In Montana and Utah, malice must be proved to hold the broadcaster liable.

States which include "on behalf of candidates" are California, Georgia, Colorado, Louisiana, Maine, Nebraska Michigan and Virginia.

However, it is emphasized that laws may vary to a great extent from one state to another and that the above classifications are "general" [also see B•T, Dec. 3 for data on state libel laws].

Favor Enaction

Maryland legislators who met with the broadcasters in Baltimore last Wednesday indicated they might favor its enaction.

A committee to expedite the bill's future in the Maryland Senate and House was appointed by John E. Surrick, WFBR Baltimore, president of the Maryland-D. C. group. They are Robert Embry, WITH Baltimore, chairman; Charles J. Truitt, WBOC Salisbury; Karl Steinmann, WCUM Cumberland; H. Philip Nesbitt, WNAV Annapolis; Jason Pate, WASA Havre de Grace.

In Congress, the bill (S 1379) introduced by Sen. Johnson would bring any person "authorized" by a political candidate to speak for and on his behalf under the same coverage of the Act as it pertains to the political candidate; that is, no censorship by the broadcaster and no liability. A companion bill in the House (HR 4240) was sponsored by Rep. Mike Mansfield (D-Mont.).

However, the Horan bill, goes further by (1) denoting legally qualified candidates "in a primary, general or other election," (2) specifying that an authorization to speak in behalf of a candidate must be in writing and (3) directing that the broadcaster would have no power to censor or *alter* or in any manner *control* the material so broadcast.

Importantly, the bill would not make the broadcaster liable in any civil or criminal action in any local, state or federal court for the broadcast of the material. (For text of pertinent part of Horan bill see B•T Oct. 1)

In making their request of the Maryland legislature, Mr. Surrick said the association had in mind the FCC pronouncement in renewing the license of WDSU New Orleans. FCC said broadcasters can not censor political candidates' speeches. [B•T, Dec. 3]. But under a court ruling (*Felix* v. *Westinghouse Radio Stations*, B•T, March 20, 1950) speeches by supporters of political candidates may be censored.

Law Needs Change

CHRISTAL FIRM

Set for N. Y., Chicago

HENRY I. CHRISTAL Co., new station representation firm now in the process of formation, is opening offices at 300 Park Ave., New York, and will open shortly at 333 N. Michigan Ave., Chicago.

Mr. Christal, a veteran in the sales field, heads the new company and will headquarter in New York. Chicago office is to be headed by James Thompson, who is resigning

Mr. CHRISTAL

from the O. L. Taylor Co. (story page 24). Irving Gross, formerly with the Taylor organization, will hold a key post in the new Christal firm. Mr. Christal is a former partner of Edward Petry & Co. and retains a stock interest in that firm.

'LORAIN JOURNAL' CASE

SCOTUS Upholds

SUPREME COURT held last week that the *Lorain* (Ohio) *Journal* violated the anti-trust laws when it refused to sell advertising to local advertisers who bought time on WEOL Elyria, Ohio [B•T, Oct. 22, 1, Jan. 8]. In a unanimous decision, the high court upheld the decision of the U. S. District Court for Northern Ohio in Cleveland last January.

Decision was written by Justice Harold H. Burton, former Ohio Senator. Justices Tom C. Clark and Sherman Minton did not participate. The former was Attorney General when the action against the newspaper was initiated; the latter was ill when the court heard oral argument in October.

Besides finding that the *Lorain Journal's* practices were contrary to the Sherman Act, the court also held that a local newspaper is engaged in interstate commerce. One of the newspaper's major contentions was that it could not be prosecuted under the anti-trust laws since it was not engaged in interstate commerce.

After referring to the lower court's findings that ". . . the publisher's attempt to destroy WEOL was in fact an attempt to end the invasion by radio of the Lorain newspaper's monopoly of interstate as well as local commerce," Justice Burton dismissed the newspaper's contention that as a private business it had a right to select its customers or refuse advertising from whomever it pleased by stating:

"The right claimed by the publisher is neither absolute nor exempt from regulation. Its exercise as a purposeful means of monopolizing interstate commerce is prohibited by the Sherman Act. The operator of the radio station, equally with the publisher of the newspaper, is entitled to the protection of that Act."

Justice Burton also found that the injunction granted by the lower court forbidding the *Journal* from continuing to discriminate against WEOL advertisers by refusing to sell space to them "does not violate any guaranteed freedom of the press."

WEOL is owned by Roy Ammel, also owner of the local, independent telephone company. It was established in 1948 and operates on 930 kc with 1 kw. Elyria is eight miles south of Lorain, which is on the shores of Lake Erie. Its gross income in its first full year of operation in 1949 was $175,000. It has a treble damage suit pending against the *Lorain Journal* for $300,000 damages due to the newspaper's boycott.

About 30-40 advertisers were affected by the *Journal's* policy of refusing to accept advertising from merchants who used WEOL.

Department of Justice filed a complaint against the *Mansfield* (Ohio) *Journal* last May. The complaint charged that the Mansfield newspaper practiced the same tactics against WMAN in that city as the *Lorain Journal* did against WEOL. Both the *Lorain* and the *Mansfield Journal* are owned by the same people, Samuel A. and Isadore Horvitz.

Significance is also seen in the application of the decision to the Justice Dept. anti-trust complaint

(Continued on page 88)

EMERGENCY PLAN

Executive Order Issued

MACHINERY to put broadcast stations under emergency operation in case of attack is being set up by FCC and other federal agencies under a revised executive order providing a number of protective conditions inserted at industry suggestion.

At the weekend it appeared FCC had made little progress on appointment of a broadcast advisory committee, as authorized under the new order. Specific authority for FCC to name such a committee had been urged by Broadcast Advisory Council at a meeting with White House and other federal representatives last Nov. 2 [B•T, Nov. 5].

It was assumed FCC would confer on committee membership with the council, headed by Judge Justin Miller, NARTB board chairman. The council is representative of broadcasting, TV, manufacturing and related industry segments.

Conelrad Formula

Basis of the broadcast shutdown is the Conelrad formula. Under this plan all stations not joining the Conelrad project will be silenced in case of emergency. Stations subscribing to Conelrad will notify listeners to tune their broadcast receivers to two specified frequencies.

TV and FM stations probably will be completely silenced, under present thinking.

Stations will be notified by an automatic alarm system that an emergency has arisen. When they go into the Conelrad operation they will use civil defense programming, recorded in advance, though it is possible live material may be used in some cases. The civil defense programming tells the public what to do. Conelrad provides sequential broadcasting under a specific formula.

A number of important changes appear in the executive order as issued Dec. 10. The revised language limits the silencing of transmitters to those between 10 kc and 100,000 mc, if "capable of emitting electromagnetic radiations . . . suitable for use as a navigational aid beyond five miles."

This language eliminates a long list of electrical and electronic devices, despite printed stories to the contrary. At BAC and NARTB suggestion, the final executive order specifies that plans for radiation control in event of attack shall be drawn up by "the head" of government departments involved, emphasizing the importance of any interference with normal operations.

Similarly, the FCC originally had objected to a requirement that the full Commission issue rules and regulations for emergency operation. The final order specifies that the chairman may issue rules and regulations in case of hostile action or imminent threat.

The provision for advisory committees was accepted by White House spokesmen during the Nov. 2 conference.

Joseph Short, White House press-radio secretary, emphasized in announcing issuance of the order that the radio silencing plan goes into effect only in event of an air attack or threat. The order implements Sec. 606 (c) of the Communications Act as amended last Oct. 24.

FCC has power to draft rules for broadcast stations, but these do not become effective until approved by the Secretary of Defense and chairman of the National Security Resources Board.

Language in the executive order forbids the FCC from exercising any control over content of station programs. It prevents the Commission from taking over and using any station or removing any apparatus or equipment.

FCC Authority Limited

Instead, the FCC's authority is mainly limited to requiring a station to cease operation or reduce its power in emergencies.

Specific language in the order mentions the desirability of maintaining normal conditions under which radio stations are operated. In addition, it is provided that when a station's operation has been interfered with, "such station shall be allowed to resume operations, or return to normal operations, as the case may be, at the earliest possible time consistent with the national security."

Plans for the Conelrad emergency formula grew out of conferences held last March 26, with some several hundred broadcasters meeting in Washington with government officials. A second industry-government defense session was held April 16 during the NARTB convention.

At the convention meeting, civil defense officials said radio is the best means of getting essential information to the public and the only means of reaching a large section of the populace instantaneously.

Text of the executive order as

(Continued on page 66)

TOBACCO NETWORK, eight-station North Carolina regional group, names John E. Pearson Co., New York, as national representative effective Jan. 1. Confirming appointment are (l to r) John E. Pearson, head of the representative firm, and A. Hartwell Campbell, WGTC Greenville, N. C., and TN president.

KBA RESOLUTION

Would Limit Tax Use

KENTUCKY Broadcasters Assn. last week voted 25-3 in favor of a resolution opposing use of public tax funds for noncommercial, educational stations.

The resolution had been submitted by Steve A. Cisler Jr., vice president in charge of operations, WKYW Louisville, at the NARTB District 7 meeting in Louisville, Nov. 8-9 [B•T, Nov. 12]. The resolution follows:

Be it resolved, that the KBA opposes the use of any public tax funds for construction or operation of federal, state or local television or radio stations; and further, that the representatives of Kentucky in the Congress of the United States be requested to oppose the effort by any legislative or government regulatory body to reserve any number or percentage of television on channels for the use of any special interest group on any basis; and further that the FCC be petitioned to set up all available TV channels for assignment to best qualified applicants when the current freeze is ended without any reservation for future possible uses.

PRODUCTION

Wilson Sees More Cutbacks

"THERE will be many more guns and much less butter" in 1952—and materials allocations for radio-TV manufacturers and broadcasters will be cut back further starting next April 1.

That forecast was offered by Defense Mobilizer Charles E. Wilson in a hard-hitting speech before the National Press Club in Washington last Thursday.

Mr. Wilson's remarks served to douse speculation, temporarily at least, that the civilian economy—and particularly television receiver output—would be scrapped early next year. It was Mr. Wilson's first major address in the capital since his conference with President Truman in Key West, Fla. [B•T, Dec. 10].

Mr. Wilson made no direct reference to television in the Press Club speech. But earlier, in a dedication address, he expressed belief that television set production could get by "in the post emergency period" by substituting certain metals, notably aluminum for copper. "Post-emergency" presumably is 1953 or 1954.

The defense chief recalled that shortage of copper led to the government's recent blackout of color TV manufacturing [B•T, Oct. 29, 22]. But, he pointed out, "even if copper continues scarce, there will be ample aluminum to serve as a substitute. . . ." The aluminum situation is expected to ease by mid-1952.

By 1953 production should reach its peak and demand will accrue for automobiles, radio-TV sets and other appliances, he said. This will avert any possibility of a depression some time in 1954 when the production program is fulfilled, Mr. Wilson added. By that time, additional aluminum markets should be in full swing.

Speaks at Opening

Mr. Wilson spoke at the opening of a new Kaiser Aluminum Co. plant at Chalmette, La., located on the outskirts of New Orleans.

The obvious conclusion is that the consumer goods market is slowly being squeezed out in favor of increased military production, over and above the materials shortage. As a result, severe cutbacks in radio-TV set turnout will be severely felt after next July 1.

Pinpointing this course were these other facts:

(1) About 80% of structural steel during the first quarter of 1952 will be siphoned off to military and defense-supporting industries. Radio-TV broadcasters will be cramped accordingly on new construction projects.

(2) The government set up new procedures for meeting military and atomic energy schedules—a veiled priority system assuring a flow of component parts to certain industries and "bumping" civilian orders where necessary.

Focal point of the week's activity was the government's operating production agency, the National Production Authority, which:

● Reported that the shortage of radio receiving tubes is due largely to production for other uses, insufficient skilled labor and inadequate producing facilities.

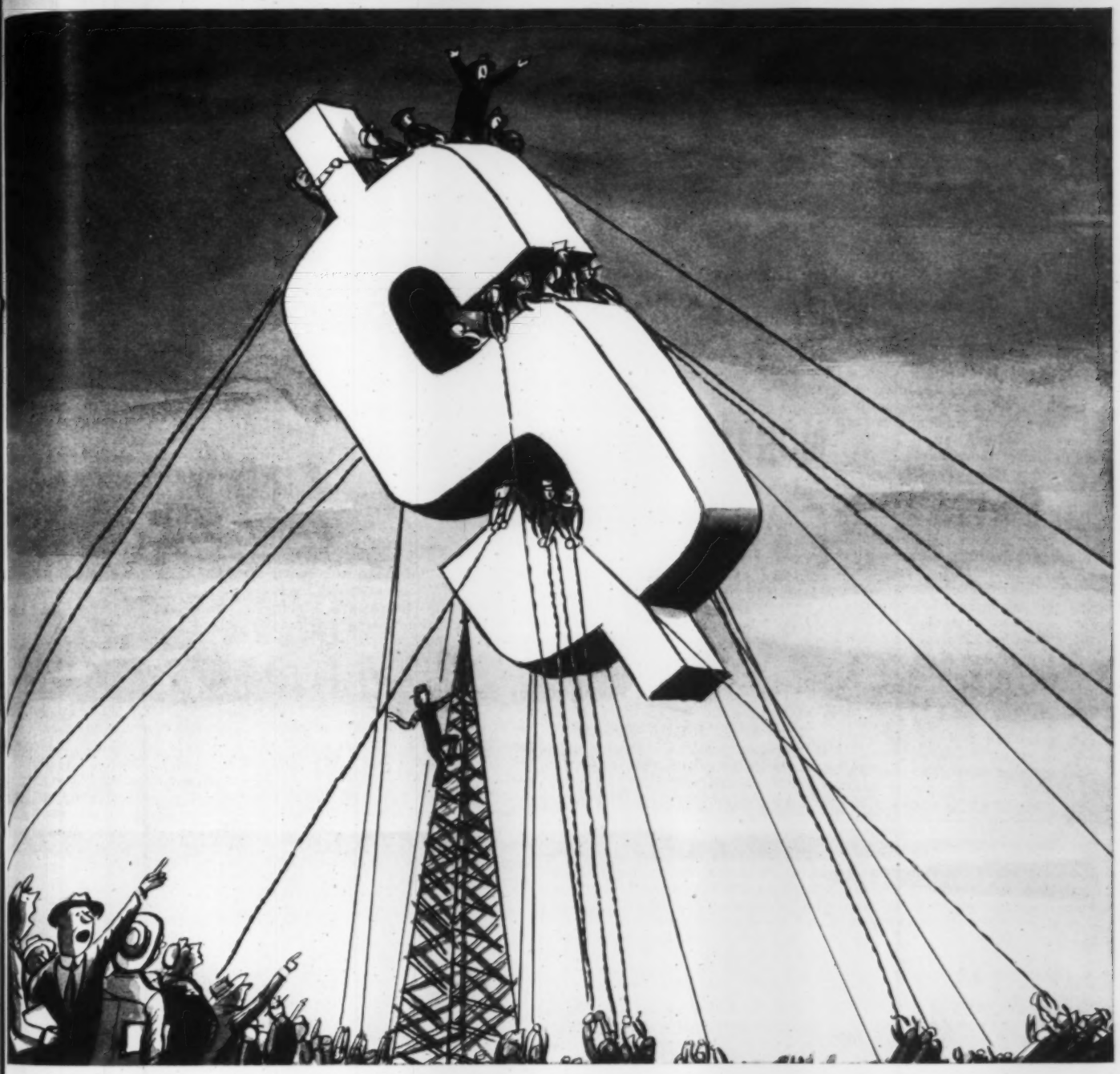
● Placed all domestic selenium (used in rectifiers, though substitutes have been devised) under complete allocation, with the necessity of agency authorization.

● Noted that the scarcities of radio-TV antennas have eased slightly in recent weeks.

● Blueprinted an additional 10% cutback in copper, steel and aluminum for most civilian goods beginning with the second quarter (April-June).

But the general course was charted by Mobilizer Wilson. He told newsmen that "some industries" will get only 10% of copper and 20% of aluminum they used in January 1950. Overall, cutbacks for civilian goods will amount to about 50%. The radio-TV manufacturing industry gen-

(Continued on page 62)



More for your money There's just one radio station in Baltimore that's a *real* bargain buy—that *really* gives you more for your money. And that station is WITH, the BIG independent with the BIG audience. From WITH you get MORE listeners-per-dollar than from any other radio or TV station in town.

Here's proof: *WITH regularly carries the advertising of more than twice as many Baltimore merchants than any other station in town!* Just because WITH produces *low-cost* results! See your Headley-Reed man today for the whole WITH story.

The results station in Baltimore **W-I-T-H**

TOM TINSLEY, President • Represented by HEADLEY-REED

duPONT AWARDS

Jan. 31 Is Deadline

ALFRED I. duPONT Awards Foundation today (Monday) issued an invitation to all radio stations, television stations and news commentators to submit entries for the annual duPont "outstanding public service" awards.

Invitation was extended by O. W. Riegel, curator of the foundation and director of the Lee Memorial Journalism Foundation of Washington and Lee U., Lexington, Va.

The university has just been named to supervise administration of duPont awards [B•T, Nov. 19].

Mr. Riegel said entries would be accepted through Jan. 31. A committee of awards will examine each entry and announce three winners in early spring.

Explaining more fully, Mr. Riegel said "the committee will honor a large radio station or television station and small radio station for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the communities served by them."

The commentator award, it was added, either video or radio, will be to a commentator for "distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news."

Each of the three winners, Mr. Riegel said, will receive a cash award of $1,000 and a plaque bearing the purpose for which it was won.

New provisions of the awards will permit use of the cash awards to establish scholarships for deserving students wishing to specialize in some branch of the communications field.

LEAVES LBS

Koste Rejoins Indie Sales

JACK KOSTE, vice president and director of national sales for Liberty Broadcasting System, announced late last week that he is resigning, effective Dec. 31.

Mr Koste said he intends first to take a short vacation, and then to return to Indie Sales Inc., radio station representative organization which he established, in the post of president.

Mr. Koste joined Liberty last July. He formed Indie Sales three years ago, and before that was New York sales manager of Forjoe & Co., for about three years. Before World War II—during which he served in the Army—he was with William Esty Co. for more than 10 years.

Mr. Koste

His successor with LBS has not been disclosed.

FRANK WHITE, MBS president, was guest of honor while visiting Detroit, with CKLW Windsor-Detroit host at a reception to introduce Mr. White to the Motor City's industrial and advertising leaders. Among those attending were (l to r) J. E. (Ted) Campeau, CKLW president; Ben R. Donaldson, advertising manager, Ford Motor Co.; Mr. White, and E. W. Wardell, CKLW commercial manager.

NARTB MEET

To Stress UHF, VHF And TV Film

PLANS for a record exhibition of new broadcast and TV equipment, with emphasis on UHF and VHF television transmitters as well as TV film products, are already under way for the annual NARTB convention in Chicago March 30-April 2.

Arthur C. Stringer, who has managed the exhibits for many years, has been retained by NARTB as exposition manager. Heavy exhibits will be shown in the basement of the Conrad Hilton Hotel (formerly Stevens), with light exhibits on the fifth floor, following customary convention pattern.

C. E. Arney Jr., NARTB secretary-treasurer, was in Chicago last week arranging with the hotel for exposition space and lining up contractors and suppliers for the show, one of the nation's large industrial displays.

Mr. Stringer said that prospect of an early end of the FCC's television freeze has whetted interest in TV equipment, ranging from transmitters and antennas to lighter items such as turntables and film equipment.

Register on Sunday

The show will open Sunday, March 30, and remain open through the four-day convention period.

Sunday, as usual, will include special committee meetings and side sessions. Registration opens at that time.

Monday morning will mark the opening of formal convention events, with two sessions scheduled. One will be devoted to discussion of FM problems. The others will be a closed TV session for member stations.

Entertainment features are contemplated for the Monday luncheon. The afternoon belongs to Broadcast Advertising Bureau, with the meeting to be held in the Grand Ballroom.

The annual Engineering Conference starts Monday afternoon, running simultaneously with the broadcaster-telecaster meetings.

Title of the Tuesday morning session will be "NARTB-Radio." As the topic indicates, the meeting will be confined to radio issues. A featured speaker is scheduled at the luncheon. In the afternoon radio and TV operators will get together, with telecasters giving broadcasters the benefit of their experiences.

Wednesday morning will be strictly TV, followed by a luncheon with a featured speaker. Convention business proceedings wind up with radio and TV workshop meetings in the afternoon. The annual banquet will be held Wednesday night.

The Engineering Conference is expected to draw unusual attention this year as TV enters a new phase with anticipated end of the FCC's freeze. Neal McNaughten, NARTB engineering director, and a special program committee will map the agenda with emphasis on UHF and other technical developments growing out of TV's imminent expansion.

Engineering interest is being shown in TV receivers and converters because of the additional UHF channels about to be opened. Community antenna systems may be included in the conference program as well as papers on remote control of transmitters.

Trout to CBS Radio

ROBERT TROUT, veteran newscaster who left CBS for NBC in 1947, returns to CBS Radio Jan. 4 under an exclusive, long-term radio-TV contract. Mr. Trout got his start as script writer for WJSV (now WTOP) Washington, working his way to an announcer's position and acquiring fame as "Iron Man of Radio" during his repeated ad lib descriptions of important Washington events. Assigned to New York from 1935 to 1947, Mr. Trout became a political specialist and coverage of presidential conventions in 1952 will be one of his major assignments for CBS Radio and TV divisions.

SEATON CHOSEN

As Wherry Successo

FRED A. SEATON of Nebraska who succeeds the late Kenneth S. Wherry as U. S. Senator, has ra-dio holdings.

Sen. Seaton

Gov. Val Peterson appointed Mr. Seaton to the Senate Republican vacancy, caused by the death of Sen. Wherry, minority floor leader, who died two weeks ago.

Senator-designate Seaton is of the same state which was represented by the late "Radio Congressman," Karl Stefan (R). Rep. Stefan died in October [B•T, Oct. 8].

Mr. Seaton, who is 42, will take his oath of office when the Senate convenes Jan. 8. When named, Mr. Seaton said he did not intend to seek re-election after January 1953. Sen. Wherry's term expires in 1955. Mr. Seaton's plan of not running for the office will leave the door open for Gov. Peterson, who said he may seek the office next November.

Mr. Seaton is known in radio, particularly in the Midwest. His familiarity with broadcasting stems from his association in ownership with his brother, Richard M. Seaton, and his father, Fay N. Seaton of KGGF Coffeyville, KMAN Manhattan, both in Kansas, and KHAS Hastings, Neb.

He is president of KHAS, with which he has been associated since 1939, and is also president of KMAN and vice president of KGGF. The Seatons purchased KGGF in 1947 and built KMAN in 1950. Other interests are seven daily newspapers and a farm magazine.

McCANN-ERICKSON

International Meeting Held

FIRST International Advertising Conference was held by a single advertising agency in New York last week when 135 top executives of McCann-Erickson gathered together from 26 offices in various parts of the world. The conference started Monday at the Waldorf-Astoria office and concluded Saturday.

Marion Harper Jr., president, explained at the opening session that while only 82 of its clients were in the United States they were responsible for three-quarters of the agency's current billings of about $80,000,000 a year.

Mr. Harper said that reports from Europe indicated little growth in radio and television. However, both radio and television advertising in Latin America were described as developing rapidly. He said, too, that Canada and Brazil might well be described as boom areas with advertising rapidly increasing there.

preview

Behind its varied and widely publicized activities, WOR — that power-full station — does things for its sponsors that are not generally known.

Here for the benefit of the thousands of people who read WOR's advertisements, is a list of things that this great station does for its sponsors, their agencies and many others.

They're some reasons why WOR is the greatest salesmaker of American radio.

P.S. the words that follow are taken from a pamphlet mailed or sent with all contracts, new or renewal, from WOR's offices.

continued — —

WOR

the station
that sells more
to more people
more often
than any other
station in
the United States

NOTE:

This is merely a mirror reflection of the broad scope of special promotion that WOR puts behind the product or service of every sponsor, or non-sponsor, and his advertising agency and company and company affiliates.

For instance...

WOR, in cases where the product and sponsor merit it, will obtain the personal endorsement of its top personalities who are known and loved and listened to by hundreds of thousands of buyers every day of every year.

WOR will add the power of its skilled promotion department to the preparation of letters, folders, etc.

WOR will contribute the skilled help of its research and publicity staffs.

WOR will have its talent appear at special sales, conventions or other gatherings.

would like to have you know that...

To keep your product moving across the counter; to keep wholesalers, distributors, dealers and employees happy, to make the public – the *buying* public – more and more aware of *every* WOR sponsor's product or service...

1. *WOR Conducts Product Polls –*

These are privately and industriously coordinated station services showing the status of 12 *basic* products.

Beer	Coffee	Hair Shampoo	Scouring Powder
Cereals	Dentifrices	Laundry Aids	Tea
Cigarettes	Facial Tissues	Packaged Soaps & Detergents	White Bread

These are the only free services providing advertisers with semi-annual information for the New York area.

2. *WOR Conducts Consumer Panels –*

Listeners are invited by WOR to its studios at regular periods so that the station can frankly determine just how they – the *buying* public – feel about the sponsors' products or services. Information covers such facts as – taste; packaging, regularity of buying habits, etc.

Advertisers who have used this panel to their financial benefit are...

Libby, McNeill, Libby	The S.O.S. Company	Carter Products
Armour and Company	The Nestle Company	Wheatena Corporation
Frank G. Shattuck Company	Welch Grape Juice Company	

This money-saving service is available to *all* advertisers and their agencies, whether they're on WOR or not. And it's *exclusively* a WOR sponsor or advertiser service in New York.

3. *Special Habit Studies –*

How are buying habits in New York – the nation's #1 market? WOR knows and makes sure it's right at regular intervals. Studies are now on file and new ones are being prepared regularly as for one or all of them according to what field you're interested in.

WOR's out to make sales for *you.*
WOR's out to build goodwill for *you.*
WOR's done this for more than a quarter of a century
for thousands of people and their products and services.
WOR *can* and *will* do it for you.

WOR

– that power-full station
at 1440 Broadway, in New York
LOngacre 4-8000

ABC Rate Policy

(Continued from page 25)

that their network will not take the lead in making rate adjustments—but that if other networks make the plunge, then ABC will take whatever steps it considers necessary to "meet the competition."

ABC's stand on the rate question is one of several policy issues which have been outlined, along with network plans and prospects, in district meetings with affiliates—approximately 235 thus far—at Los Angeles, Boston, Philadelphia, Atlanta and Chicago. One other district meeting remains. It is scheduled to be held in Fort Worth in February.

FUTURE plans of ABC are discussed during day-long meeting in Chicago by (l to r) William J. McNally, president, WTCN Minneapolis; Ernest Lee Jahncke Jr., vice president in charge of radio for ABC, and F. Van Konynenberg, WTCN general manager.

RADIO'S 50TH

Sarnoff, Others Note

FIFTIETH anniversary of the first trans-Atlantic radio signal was celebrated by international radio station WRUL Boston Dec. 12. Among those commemorating wireless inventor Guglielmo Marconi's feat half a century ago was Brig. Gen. David Sarnoff, RCA board chairman.

It was Dec. 12, 1901, that Marconi at St. Johns, Newfoundland, picked up from the air three dots (Morse code for the letter S). They came from Marconi's transmitter at Poldhu, England.

Since then, according to an FCC release last week, 82 foreign countries and U. S. territories are served by American radiotelegraph companies, 88 countries counting all such communication carriers. In the U. S. there are 60 different kinds of radio services, not including military and government. Domestic radio operation comprises 4,700 broadcast (AM-FM-TV and auxiliaries), 33,000 marine, 32,000 aeronautical, 11,000 industrial, 10,000 public safety, 5,200 land transportation, 800 common carrier, 450 experimental and almost 100,000 amateur stations.

And there are more than 700,000 authorizations to individuals, the FCC reported.

International station WRUL was established in 1935 and operates on 11.74 and 15.35 kc. It is one of seven U. S. international stations broadcasting to all parts of the world — the only one privately owned and operated. Walter S. Lemmon is president of World Wide Broadcasting Corp., licensee of WRUL.

General Sarnoff's message was broadcast first to Europe and then rebroadcast to Latin America.

Midget Grid Game

MBS will carry the Santa Claus Bowl national championship football game from Lakeland, Fla., Dec. 28, from 8 to 9 p.m., it was announced last week. Paul Jonas, Mutual's director of sports, will handle the play-by-play coverage. This will be the first nationwide coverage of the midget event.

BIG LEAGUES

Sit Tight On Radio-TV

JOINT meeting of American and National Baseball Leagues in New York the weekend of Dec. 8 resulted in "no action" regarding radio and television, although the New York Yankees had announced earlier that they will follow a curtailment policy toward radio and TV coverage of their play [B•T, Nov. 10].

Resolution from minor leagues asking that the majors split half their radio-TV profit with the minors was received by the major leagues and acknowledged but drew a "no comment" from Comr. Ford C. Frick. It had been offered to the minors, meeting the previous week at Columbus, by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee and president of the Western League.

Sen. Johnson's proposal was voted by Columbus delegates after battle was fought—and narrowly lost—to restrict broadcasting and telecasting of major league games in minor league territory.

Sen. Johnson was quoted as saying he had been told "by the best minds in the Dept. of Justice" that such a policy would be in restraint of trade, and only 33 of the necessary 36 votes were cast for restriction.

Defeat came as a surprise, especially since some of the leagues' own lawyers had said such an amendment violated no laws they knew of, and if it did, this was the time to test it.

House Monopoly Sub-committee in Washington showed that major league clubs received $3,364,000 in 1950 and $3,377,000 last season from sale of radio and TV rights. If majors were forced to yield 50% of the take to minor leagues, fund would be administered by Minor League President George M. Trautman and the executive committee. Payments would be distributed on pro-rata basis to those clubs that could prove attendance cuts resulting from major league broadcasts in their area.

Late last week, the proposal to split profits was being hot-potatoed. Comr. Frick's office said it lay beyond their interest, and it was a matter for the leagues to decide for themselves. League members had nothing to add, insisting only that no decisions had been made.

Entering the New Year
with a record based on
AGGRESSIVE
GROWING
RADIO
See Our Double Spread
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

upcoming

Dec. 27-29: Canadian Copyright Appeal Board meeting, Ottawa.

Dec. 27-29: American Marketing Assn. winter conference, Hotel Kenmore, Boston.

1952

Jan. 7-10: Retail Dry Goods Assn., 66th annual convention, Hotel Statler, New York.

Jan. 8: Second session of the 82d Congress of the U.S. begins.

Jan. 13-15: National Appliance and Radio Dealers Assn., annual convention, Conrad Hilton Hotel, Chicago.

Jan. 15: FCC-Paramount hearing, Washington.

Jan. 18: Washington State Assn. of Broadcasters Radio Sales Clinic, Tacoma, Wash.

Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.

Jan. 21-23: Newspaper Advertising Executives Assn., convention, Edgewater Beach Hotel, Chicago.

Jan. 21-25: American Institute of Electrical Engineers, winter general meeting, Hotel Statler, New York.

Jan. 24-25: Advertising Assn. of the West, midwinter conference, Oakland, Calif.

Jan. 25-26: Assn. of Railroad Advertising Managers, St. Louis.

GANNETT BOARD

Tripp, Miller Promoted

FRANK E. TRIPP, general manager of the Gannett group of radio stations and newspapers, was elected first chairman of the board last week in Rochester, N. Y. Among other executive changes was the election of Paul Miller, vice president and director, as executive vice president.

Radio stations controlled by the Gannett Co. include WHEC Rochester, WENY Elmira; WDHL Olean, N. Y. (minority); WDAN Danville, Ill., WABY Albany, N. Y. and WTHT Hartford, Conn.

Joins Representative

JACK HETHERINGTON, former timebuyer of Gardner Agency, St. Louis, and commercial manager of KWFC Hot Springs, Ark., has been appointed manager of the St. Louis office of Adam J. Young Jr., radio station representative organization.

Mr. Hetherington

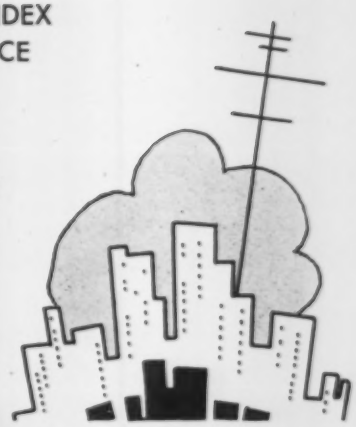
Emma Gertrude Rogers

PRIVATE funeral services were conducted Friday for Mrs. Emma Gertrude Rogers, 59, wife of Naylor Rogers, executive director of Keystone Broadcasting System, in Chicago at the chapel adjoining St. Luke's Hospital. Mrs. Rogers died Thursday at her Chicago home after a five-month illness. She served as station relations director for Keystone from 1948 until the time of her death. Surviving, in addition to Mr. Rogers, are a son and a daughter.

The clear picture of the TV audience in the Fort Worth-Dallas cities

WBAP-TV
THE STAR-TELEGRAM STATION

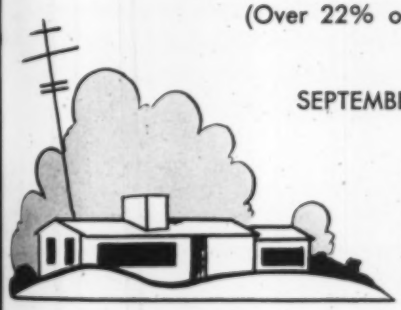
OCTOBER, 1951, HOOPER TELEVISION AUDIENCE INDEX
OF THE COMBINED FORT WORTH-DALLAS AUDIENCE
SHARE OF TELEVISION AUDIENCE



	WBAP-TV	Sta. B	Sta. C
Monday through Friday 12:00 Noon to 6:00 P. M.	50.3	22.3	27.4
Sunday through Saturday Eve. 6:00 P. M.-11:00 P. M.	44.3	36.6	19.0

The first clear picture of the TV audience Outside the metropolitan cities

(Over 22% of the audience is outside of the two-city corporate limits.)



SEPTEMBER 1951 BELDEN* SURVEY—SHARE OF TELEVISION AUDIENCE

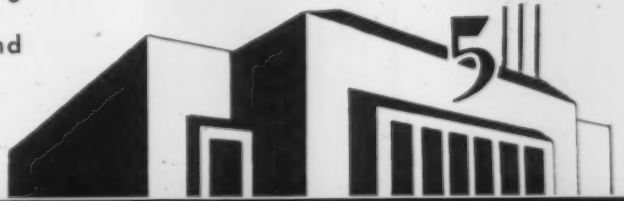
Station	Daytime	Nighttime
WBAP-TV	60%	54%
Sta. "B"	29%	33%
Sta. "C"	11%	13%

DON'T BE SPOTTY
WITH YOUR SPOTS
. . . REACH

ALL ALL ALL
The Fabulously Rich Fort Worth-Dallas Market

*Joe Belden & Associates is a pioneer research firm of the Southwest and numbers among its clients advertisers and agencies from coast to coast.

WBAP AM-FM-TV
570 - 820
Channel



STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC.
Exclusive National Representatives

AMON CARTER, *President*
HAROLD HOUGH, *Director*
GEORGE CRANSTON, *Manager*
ROY BACUS, *Commercial Mgr.*

Why Should You Be In Our Profit-Share Plan?

THE other day one of our Colonels was quite surprised and gratified when an agency friend told him that the F&P Profit-Share Plan, now in its seventh year of successful application, is "a big plus to F&P *customers*".

This is the way he figured it, and it makes sense to us:

"After all is said and done, one of the most important things a media salesman can do for us agencies and advertisers is to deliver the hardest, most intelligent solicitation possible for his particular medium.

"Until we agencies know we've had that kind of solicitation from every medium, how can we be sure we'll select the *best*?

"So—good salesmen are a boon to us.

"But everybody knows that it takes good money to buy good salesmen. Hence I, for one, am glad to hear of your Profit-Share Plan. It's an enlightened and intelligent forward step for us as well as for F&P".

* * * *

Good men, *well-paid* men, have always been our key to success here at F&P. Our Profit-Share Plan is only one of *several* "enlightened forward steps" we've taken to that end. We hope you see the results, in every call we make.

FREE & PETERS, INC.

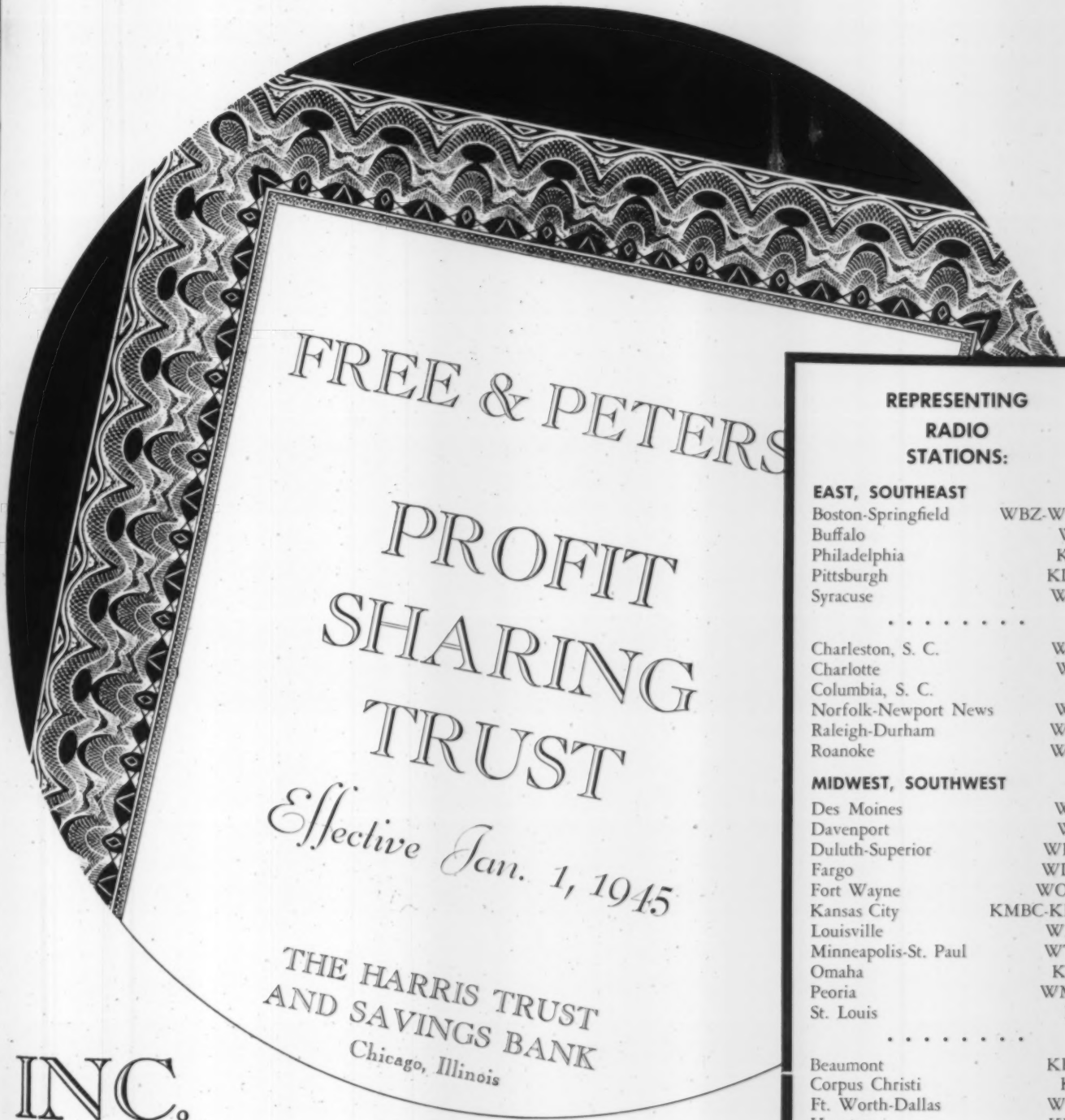
Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH

Be Interested

e?



INC.

HOLLYWOOD SAN FRANCISCO

REPRESENTING RADIO STATIONS:

EAST, SOUTHEAST	
Boston-Springfield	WBZ-WBZA
Buffalo	WGR
Philadelphia	KYW
Pittsburgh	KDKA
Syracuse	WFBL
. . . . .	
Charleston, S. C.	WCSC
Charlotte	WIST
Columbia, S. C.	WIS
Norfolk-Newport News	WGH
Raleigh-Durham	WPTF
Roanoke	WDBJ
MIDWEST, SOUTHWEST	
Des Moines	WHO
Davenport	WOC
Duluth-Superior	WDSM
Fargo	WDAY
Fort Wayne	WOWO
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
Omaha	KFAB
Peoria	WMBD
St. Louis	KSD
. . . . .	
Beaumont	KFDM
Corpus Christi	KRIS
Ft. Worth-Dallas	WBAP
Houston	KXYZ
San Antonio	KTSA
MOUNTAIN AND WEST	
Boise	KDSH
Denver	KVOD
Honolulu-Hilo	KGMB-KHBC
Portland, Ore.	KEX
Seattle	KIRO

WMGM TO LBS

Affiliation Pact Is Formalized

WMGM New York, 50-kw independent outlet of Metro-Goldwyn-Mayer, became a key affiliate of the Library Broadcasting System last week [B•T, Dec. 3, 10], and is scheduled to start shortly to feed a substantial number of live programs to the network.

Although WMGM did not commence network originations immediately, spokesmen said the affiliation was in effect, the station was receiving some sports broadcasts from LBS, began identifying itself as a Liberty affiliate on station-breaks Wednesday and plans for feeding programs to the network are being worked out.

In addition, an effort is being made to find new quarters for LBS as close as possible to WMGM studios at 711 Fifth Ave. An expansion of the network's New York staff also was anticipated.

WMGM advertisers will not be subject to time preemptions because of Liberty broadcasts, officials said.

The affiliation, marking Liberty's official entry into the New York market, was announced jointly on Monday by Bertram Lebhar Jr., director of WMGM, and Liberty's President Gordon B. McLendon and Executive Vice President James H. Foster.

The agreement gives Liberty personnel access to WMGM's modern studios and transmission and recording equipment for development of new programs, but does not affect the contract under which MGM Radio Attractions, starting Dec. 31, will provide Mutual with six hours a week of programs featuring top motion picture stars.

The Mutual-MGM agreement provides, while it remains in effect, that MGM will not provide any other network with a similar block of programs featuring movie stars and properties.

Liberty, it was pointed out, has grown from a single station to a 430-station network in less than four years. Its affiliates include stations in Hawaii and Alaska as well as the U. S. Now providing 16 hours of programming daily, it has specialized to a great extent in sports broadcasts.

First LBS program carried by WMGM under the affiliation agreement was the Detroit Lions-Los Angeles Rams professional football game from Los Angeles on Sunday, Dec. 9—after the agreement had been reached but before it had been formally signed.

WMGM was established in 1922 and in recent years has specialized, like Liberty, in extensive sports coverage.

Taking part in WMGM-LBS negotiations are (seated, l to r): James H. Foster, executive vice president of LBS; Bertram Lebhar Jr., WMGM director; standing (l to r) B. R. McLendon, co-chairman of the board of LBS, and Gordon McLendon, LBS president.

* * *

Coy, Sterling Trips

FCC CHAIRMAN Coy will vacation at St. Petersburg, Fla., with his family, from Dec. 20 to Jan. 3. Comr. George E. Sterling spent last week inspecting radio installations at oil refineries in New Orleans and Houston. In latter city, he sat as examiner in hearing on revocation of amateur license of Henry W. Menefee of Madisonville, Tex., who allegedly operated an unlicensed TV station rebroadcasting KPRC-TV Houston programs [B•T, Nov. 26]. Upon his return, Comr. Sterling is planning to take a short vacation. Accompanying Mr. Sterling was Douglas Anello of the Industry and Commerce Div. of the Safety & Special Radio Services Bureau.

CENTRAL OHIO'S POPULATION INCREASE ADDS UP TO MORE LISTENERS FOR WBNS...

Latest Hooperatings show WBNS with more listeners than any other station

There's more buying power than ever in Central Ohio! New arrivals twist their dials exploring for the best radio entertainment. They find it . . . as the life-long listeners can tell them . . . on WBNS Radio. Yes, twin statistics go and grow hand in hand; as Central Ohio's population grows (up 29.5% in the Columbus area alone) so grows the list of WBNS listeners!

For time availabilities and rates, write directly or contact your John Blair representative.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

WOWO land—

a $383 million "supermarket" for food sales!

Retail food sales in the 49-county WOWO area now **surpass** $383,000,000 a year.. and leading food store operators use WOWO consistently to build their share of this important market!

For example: **Kroger** has advertised on WOWO without interruption since 1932. **Bluffton Grocery,** a regional wholesaler with 1,500 accounts, reaches its customers on WOWO every night. **Bursley Company,** sponsor of a 660-unit voluntary chain, uses both the WOWO Home Forum and a regular series of spot announcements. And there are many other star names in the food field on WOWO's list of advertisers!

If you're not already using WOWO to influence housewives (and store operators) in this BIG Midwestern market, better get the facts now. Check with WOWO or Free & Peters.

WOWO FORT WAYNE
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM

WLS Entering the New Year

with a record based on aggressive growing radio ... with proven RESULTS FOR ADVERTISERS!

...Vigorously and Effectively Creating Desire and Making Sales For Advertisers Using Its Facilities

Keep your commercial eye on WLS in 1952. For, as the new year approaches, WLS continues to offer outstanding opportunities for results, based on *aggressive, growing* radio.

The examples shown here partially tell the story of WLS in 1951.

Confidence in the New Year is based on the solid foundation of past experience—with proof of increased listenership that comes from consistently sound programming and that results in greater sales records.

Keep *your* eye turned to WLS in 1952. Be a part of this aggressive, growing radio service. See your John Blair man today for complete information on how WLS can help *you* sell in the rich Chicago Midwest market.

EFFECTIVE MERCHANDISING

This summer, WLS inaugurated its highly successful Summer Food Promotion Plan. Thru cooperation with eight leading Food Groups, WLS was able to offer food advertisers extensive merchandising cooperation in 2,300 grocery stores in the Chicago Area. Letters of appreciation from Chain executives attest to the effectiveness of WLS in *moving* goods. Mr. E. J. Chapicki, Chicago Branch Manager of National Tea Company, wrote, "You will be interested to know that a review of our promotion for the first half of 1951 shows that our 'World Leadership Sale,' sparking WLS advertised brands, was one of the most successful sales and prestige building promotions we've experienced this year."

Central Stores, another co-operating group, reported an average increase of 35% in case lot movements of WLS advertised products during their participation in the Plan!

It's a Plan that brought concrete results to WLS food advertisers in 1951—and will be continued in 1952.

PROVEN MAIL RESULTS

During a typical two-week period an insecticide company, using eight early morning WLS programs a week, received 2,651 orders for their $2.98 direct mail item! The cost-per-order received of 38¢ represents only 13% of the sales price—traceable sales results from WLS early morning advertising!

Another manufacturer sold 6,771 packages of his product at $2.95 each thru the use of 72 early morning SMILE-A-WHILE program (5:30-5:45 A.M.)—$19,974.45 in traceable sales!

A manufacturer selling thru grocery outlets established distribution of his product in various important Chicago chain groups thru use of the Saturday night NATIONAL BARN DANCE. The outstanding results obtained by this account so impressed the local broker that he has recommended WLS to other of his food accounts!

Here is again proof of a responsive audience . . . the power to produce tangible sales results!

BETTER PROGRAMS...MORE LISTENERS...BETTER RESULTS

In keeping with its policy of using every available means to help advertisers better know what they're buying, WLS subscribes to A. C. Nielsen Company's Chicago Station Area Reports. More than a survey of Chicago listening, these Nielsen Reports cover the *entire* Midwest area. Invaluable to the station in developing such outstanding participation programs as the RED BLANCHARD SHOW, STUMPUS, FARM WORLD TODAY—it also helps advertisers judge the economy and effectiveness of their WLS advertising. Further, thru NIELSEN information WLS can gauge listening trends . . . can uncover the fact that MORE MIDWEST FAMILIES ARE LISTENING TO THEIR RADIOS NOW THAN WERE LISTENING IN 1946 . . . growing radio in a growing market!

WLS SPECIAL EVENTS DRAW THRONGS

As in previous years, the WLS NATIONAL BARN DANCE opened the Illinois State Fair in 1951 . . . and played before one of the biggest crowds ever to see the program at the Fair! 12,331 people *paid* to see the 27 year old NATIONAL BARN DANCE broadcast from before the Fair Ground Grandstand!

In October, WLS again sponsored the INTERNATIONAL SQUARE DANCE FESTIVAL. Gay crowds watched 1,700 sparkling dancers from 22 states "do-si-do" to the music basic to American culture.

WLS talent appeared before more than a million people in personal appearances this year—indicative of the acceptance enjoyed by the station and its entertaining personalities!

Everywhere it's the same . . . bigger, more enthusiastic crowds attending WLS special events—and watching WLS talent perform.

TOP MAIL RESPONSE

A cough remedy company, using one Saturday night WLS program, offered listeners a free sample of their product. Listeners were required to enclose the name of their local druggist. From this one program 1,051 requests for samples were obtained!

One offer of a recipe booklet on WLS FEATURE FOODS brought 1,554 letters and cards from the Midwest Area!

STUMPUS, an afternoon WLS participation program, has been averaging 10,000 letters a week from listeners—better than 1,500 per program!

A mail order account, using only WLS, has received over 39,000 orders for a $1.00 plastic item.

WLS listeners have written the station another million letters in 1951 . . . one million pieces of *listening* and *responding* evidence!

FIRST IN SERVICE ENTERTAINMENT and RESULTS IN THE CHICAGO MIDWEST

WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK REPRESENTED BY JOHN BLAIR & COMPANY

We repeat: THIS FREE OFFER MAY NEVER BE REPEATED!

Now You Can Have— Absolutely Free— A Bag of Colored Popcorn!

And in time for Christmas, too!
(if we all hurry)

This isn't a bag of ordinary popcorn. It's as different from ordinary popcorn as color is from black and white. We first thought of saving this idea for the time when radio waves would be available in color but decided what the hell this is too good to postpone. All our friends in the radio business deserve it right now.

This popcorn not only pops, but it pops in color. (Whoa, that's not quite right. It pops white, but the kernels are green, blue, red, orange, tan, purple and yellow.) Think what an impression you can make on your friends! Think how the kiddies will adore you! Think what a damn fool stunt this is, offering colored popcorn just because we happen to be a radio station in the corn country. Why do we do it? Once you pop it and eat it, what have you got? Will you remember where it came from? Will it make you put WMT on your next schedule? Will it get you a raise?

We don't know. But we do know this—the first 50,000* requests we get for colored popcorn we'll take care of—no strings attached. (You'll have to string it yourself if you expect to decorate any Christmas trees.)

Mail the coupon today.

Merry Christmas.

WMT
CEDAR RAPIDS

5000 WATTS, 600 KC
REPRESENTED NATIONALLY
BY THE KATZ AGENCY
BASIC CBS RADIO NETWORK

WMT, Cedar Rapids, Iowa
Send me the corn, I can go along with a gag.
Name .....
Firm .....
Street Address .....
City ..... Zone ..... State .....

If we get 50,000 requests from Broadcasting's 15,768 circulation, we'll never tell Sol Taishoff. Think what that would do to his rate structure!

CBS NEWS POSTS

Wood, Kees Named

TWO KEY appointments—one of them involving a complete separation of CBS Radio and TV network operations in Washington — were announced by CBS Television last Monday.

David Kees, former technical director and production manager of KPIX (TV) San Francisco, was named special events director for the CBS TV Network. He succeeds Robert Bendick, who has resigned to join Thomas-Todd Productions, New York, and will headquarter in New York.

Simultaneously, the appointment of William A. Wood, radio-television chief, Dept. of State, as director of CBS Television news and public affairs for Washington operations also was announced. He assumes his duties Jan. 1.

Mr. Wood's appointment is a new one, laying the groundwork for a complete separation of the network's radio-TV news functions in the nation's capitol. Ted Koop, news and special events director for CBS Washington and the *Washington Post* controlled WTOP-AM-FM-TV CBS outlet will continue his present duties, concentrating largely on CBS Radio news.

Inherent in the Wood appointment and split of radio-TV news functions is the eventual expansion of television news and special events for CBS Television in Washington, though details had not crystallized last week. The move implements a separation already realized for network sales, programming and production in CBS Washington operations, and conforms to a news pattern mapped for CBS Radio and Television in New York and other cities.

Reports to Mickelson

It was understood that Mr. Wood would report to Sig Mickelson, CBS TV news and public affairs director, and Mr. Koop to Edmund Chester, CBS Radio news chief, on network originations. Locally, both report to John S. Hayes, president of WTOP Inc. (WTOP-AM-TV-FM) Washington, owned 55% by the *Washington Post* and 45% by CBS Inc. On network activities, Messrs. Wood and Koop are responsible overall to Earl Gammons, vice president in charge of CBS Washington operations.

Mr. Kees has been with KPIX since it began telecasting in December 1948. Prior to joining that station, he spent six years as engineer in charge of special events for KSFO San Francisco, operated by Associated Broadcasters Inc.

Mr. Kees served as director of the Japanese Peace Treaty TV coverage in September and earlier coordinated the 11-station telecast of Gen. Douglas MacArthur's San Francisco arrival.

Mr. Wood, a veteran of five years with the State Dept., has been serving as liaison with the broadcasting industry for all department and foreign affairs programs as chief of its radio-television-visual media activities. He also is assistant chief for the department's Public Liaison Division. He has been active for 13 years as announcer, producer, news writer and script writer.

OVERSEEING one weekly sportscast of Bud Foster (center) on KNBC San Francisco during a visit are Fred Bloom (l) and Fred Alexanderson (r), sales executives for Voit Rubber Co., sponsor of the sportscasts.

MEAGHER CHOSEN

For State Dept. Post

APPOINTMENT of John P. Meagher, KYW Philadelphia account executive, as radio information officer for the Dept. of State was announced last Monday.

Mr. Meagher, a veteran of 10 years in broadcasting, reports as assistant to William A. Wood, chief of the department's Radio & Television Branch. Mr. Wood becomes director of news and public affairs for CBS Television in Washington next Jan. 1 (see adjoining story). Mr. Meagher is slated to succeed him as acting chief. The branch is within the Public Liaison Division.

Mr. Meagher [pronounced M-a-y-e-r; no relative to John F. Meagher, general manager, KYSM Mankato, Minn.] entered radio in 1942, joining the publicity and special events staff of WGN Chicago. After World War II he became public relations director of KYW for three years and has been account executive the past two years.

A native of Chicago, Mr. Meagher attended Loyola U., the U. of Redlands and St. Joseph College. During the war he was radio information officer on the staff of Adm. Chester W. Nimitz and later attached to the office of the Secretary of the Navy in Washington in similar capacity.

Sign No-Red Oaths

ALL members of the staff of WVVW and WJPB (FM) Fairmont, W. Va., have signed anti-Communist affidavits, according to J. Patrick Beacom, owner of Fairmont Broadcasting Co. The station has adopted a new personnel policy providing that only American citizens will be employed.

YOU MIGHT CLEAR 15′ 7¾″*—

BUT . . .

YOU NEED THE FETZER STATIONS TO GO OVER THE TOP IN WESTERN MICHIGAN!

If you're trying for the rich Western Michigan market, WKZO-WJEF and WKZO-TV are far and away your *best* radio and television values.

RADIO: WKZO and WJEF deliver about 57% more city listeners than the next-best two-station combination in Kalamazoo and Grand Rapids — *yet cost 20% less!* In addition to acknowledged home-town superiority, WKZO-WJEF have also greatly increased their unduplicated rural audiences over 1946 — up 46.7% in the daytime, 52.9% at night, according to the 1949 BMB Report. In the Grand Rapids area *alone*, this means an unduplicated coverage of 60,000 homes, day and night!

TELEVISION: WKZO-TV, Channel 3, is the official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. A new 24-county Videodex Diary study, employing the BMB technique, shows that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana homes than Western Michigan's other TV station!

Get all the facts on WKZO-WJEF and WKZO-TV! Write direct or ask Avery-Knodel, Inc.

**Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.*

WJEF top4 IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

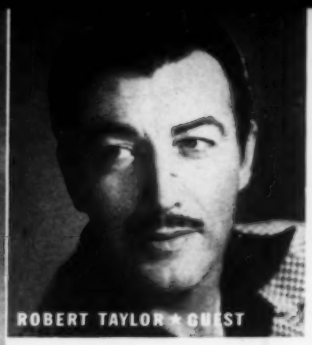
WKZO-TV top4 IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO top4 IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

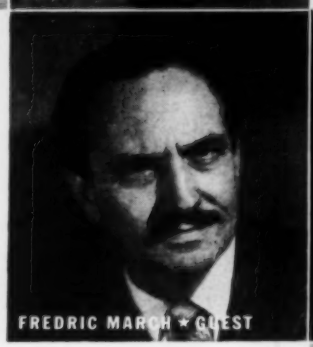
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



the biggest PLUS in network radio history: 10 all-star shows

the movie stars are moving to MUTUAL

in 6 prime evening hours every week starting New Year's Eve



Leo (MGM) Lion provides Hollywood star-talent... and Mr. (MBS) PLUS provides new Multi-Message Plan for unprecedented advertiser benefits

FOR NATIONAL ADVERTISERS...

- ☆ Bette Davis & George Brent
- ☆ Orson Welles
- ☆ MGM Musical Comedy of the Air
- ☆ Errol Flynn
- ☆ Ann Sothern

...the MUTUAL broadcasting system

FOR LOCAL ADVERTISERS...

- ☆ Crime Does Not Pay
- ☆ Lew Ayres & Lionel Barrymore
- ☆ Mickey Rooney & Lewis Stone
- ☆ Gracie Fields
- ☆ MGM Theatre

for facts on how to reach the most-per-dollar in all radio, call:

MBS—PE 6-9600

N.Y.18, N.Y.

RADIO SALESMEN

BAB Names Contest Winners

ANNOUNCING winners of its first annual "Radio Gets Results" contest, BAB reported last week that the entries showed that apparently there is nothing radio cannot sell.

The contest to find the best radio success stories drew 269 entries from 34 states demonstrating radio's effectiveness for a great variety of sponsors. Among advertisers cited by BAB to show radio's versatility were "Shuttlecock manufacturers . . .; a cotton mill . . .; a cattle auctioneer; a zoo; a game farm; a wire rope manufacturer; a scenic cave; a home fencing contractor, and a manufacturer of a product designed to put an end to 'chiggers'."

BAB President William B. Ryan announced 27 winners of first, second and third place awards, plus honorable - mention winners, in eight categories. To award winners will go wall plaques; to those who won honorable mentions, scrolls; and to all entrants a citation for participation.

"We are well on our way to achieving the No. 1 objective of this contest," Mr. Ryan said. "The returns assure us of a base for the establishment of an extensive file of radio case histories for as many different classifications of advertisers as possible."

The material thus gathered will be released to BAB member stations on a continuing basis.

Winners were announced as follows:

AUTOMOTIVE: First Prize: KTUL Tulsa (Oklahoma Tire & Supply); Second Prize: KWNO Winona, Minn. (Winona Motor); Third Prize: WEMP Milwaukee (Wisconsin Independent Oil); Honorable Mention: WCIL Carbondale, Ill.; WKNE Keene, N. H.; KSWO Lawton, Okla.; KWNO Winona; WDVA Danville, Va.; WTTM Trenton, N. J.; WHBC Canton, Ohio.

BANKS-INSURANCE-LOANS: First Prize: KSWO Lawton, Okla. (The City National Bank); Second Prize: WEMP Milwaukee (City Loan Co.); Third Prize: KDYL Salt Lake City (Forresters Underwriters Inc.); Honorable Mention: KOIL Omaha; WKBO Harrisburg, Pa.; WDZ Decatur, Ill.

CLOTHING: First Prize: WOR New York (Bond Stores); Second Prize: KTUL Tulsa (Clark's Clothiers); Third Prize: WJTN Jamestown, N. Y. (Turner's); Honorable Mention: WTTS Bloomington, Ind.; WGH Norfolk, Va.; WTTM Trenton; KCOW Alliance, Neb.; WOR New York.

DEPARTMENT STORES: First Prize: WSAM Saginaw, Mich. (Sears Roebuck & Co.); Second Prize: KOIL Omaha (Philip's Department Store); Third Prize: KNOE Monroe, La. (Delta Dept. Store); Honorable Mention: WJTN Jamestown; WTTM Trenton; WHAM Rochester, N. Y.; KWNO Winona, Minn.; WCTC New Brunswick, N. J.

FOOD & DRUG PRODUCTS: First Prize: WTTM Trenton (Trenton Beverage); Second Prize: KWKH Shreveport, La. (Shreveport Syrup Co.); Third Prize: KPDN Pampa, Tex. (Sunshine Dairy Foods); Honorable Mention: KTUL Tulsa, Okla.; WGH Norfolk, Va.; KFDX Wichita Falls, Tex.; (3 awards); WRCO Richland Center, Wis.; WTTS Bloomington, Ind.; WTRF Wheeling, W. Va.

FOOD & DRUG STORES: First Prize: KBKR Baker, Ore. (Henry Levinger's Rexall Drug Store); Second Prize: WTXL W. Springfield, Mass. (Memorial Supermarket); Third Prize: WOC Davenport, Ia. (Cal & Bob's Grocery Store); Honorable Mention: KSWO Lawton, Okla.; WTTS Bloomington, Ind.; KWPC Muscatine, Ia.; WMT Cedar Rapids, Ia.; KBON Omaha.

HOME PRODUCTS: First Prize: WJTN Jamestown, N. Y. (Geo. B. Pitts Co.); Second Prize: KFOR Lincoln, Neb. (Hardy Furniture Co.); Third Prize KBRC Mt. Vernon, Wash. (Johnson Appliance Co.); Honorable Mention: WKAB Mobile; KDYL Salt Lake City; KNOE Monroe, La.; KSWO Lawton, Okla.; WTTM Trenton; WABJ Adrian, Mich.; KSTL St. Louis; WMT Cedar Rapids, Ia.

SPECIAL PRODUCTS: First Prize: WKNE Keene, N. H. (Simon's Jewelers); Second Prize: KSWO Lawton (Ratcliffe Book & Gift Store); Third Prize: WGY Schenectady, N. Y. (Catskill Game Farm); Honorable Mention: WWNC Asheville, N. C.; KSWO (2 awards); WTTM Trenton, N. J.; WGY Schenectady, N. Y.

SPECIALIZED SERVICES: First Prize: KXA Seattle, Wash. (Ernie's Restaurant); Second Prize: KSTL St. Louis (White Line Laundry); Third Prize: WTTM Trenton, (Hotel Hildebreght); Honorable Mention: WHK Cleveland, Ohio; WNMP Evanston, Ill.; WOC Davenport, Ia.; KFOR Lincoln, Neb.

(Five stations: WEMP Milwaukee, Wis.; WJTN Jamestown, N. Y.; WTTM Trenton; KSWO Lawton and KTUL Tulsa received double awards.)

Contest judges were:

R. E. Anderson, editor, National Automotive Dealers Assn. Magazine; Roscoe R. Rau, executive vice president, National Retail Furniture Assn.; John B. Mack Jr., director, Public Relations Council of the American Bankers Assn.; Edgar S. Bellis, past president, National Retail Druggists Assn.; Mort Farr, president, National Appliances & Radio Dealers Assn., and Paul S. Willis, president, Grocery Mfrs. of America.

Personal Breaks

WKLV Blackstone, Va., has come up with a novel promotion—personal station breaks by its own listeners—and reports increased listenership. Station invites children and adults, everyone from a high school student to the Blackstone mayor, to appear through its daytime and evening schedule each broadcast day. Person gives name and call letters. Reaction from listeners has been enthusiastic, WKLV reports.

WIBW listeners have . . .

. . . MORE MONEY TO SPEND

KANSAS farmers raise most of their own food. Their cellars are bulging with home canned fruits and vegetables . . . lockers packed with $5 steaks and roasts. They have no bills for milk, cream, poultry or eggs. Cash rent is almost unheard of. WIBW listeners' income is SPENDABLE!

WIBW gets outstanding results for advertisers because we're a *farm* station . . . programmed for farm listeners . . . the station that Kansas farm families *listen to most.**

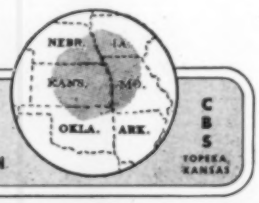
When WIBW tells these able-to-buy families about *your* product . . . you get ACTION.

* Kansas Radio Audience '51

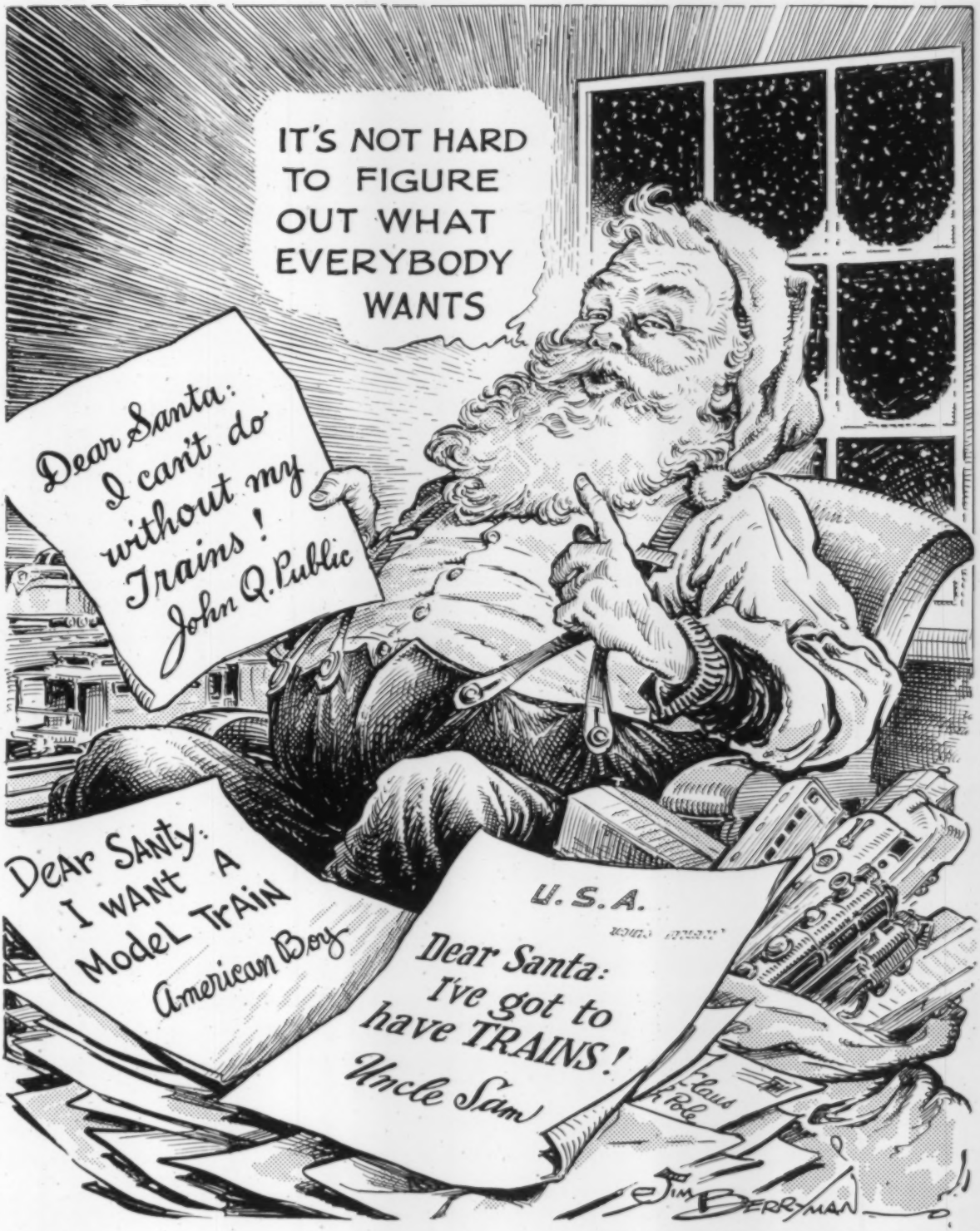
WIBW

Serving and Selling "THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



CHRISTMAS...AND EVERY DAY!


IT'S NOT HARD TO FIGURE OUT WHAT EVERYBODY WANTS
Dear Santa: I can't do without my Trains! John Q. Public
Dear Santy: I want a Model Train American Boy
U.S.A.
Dear Santa: I've got to have TRAINS! Uncle Sam
Jim Berryman

for the ASSOCIATION OF AMERICAN RAILROADS

Edward G. Gardner
General Manager
WBTM, Danville, Va.

"Year after year . . . a steady source of income."

15%-20% of income from A

Gordon Allen
President
KGAL, Lebanon, Ore.

"66 AP news programs sponsored!"

Hundreds of the country's finest stations announce with pride ***"THIS STATION IS A MEMBE OF***

"AP service pays its way for us," says WBTM General Manager Gardner. "We carry 56 Associated Press news shows each week, every one sponsored. Biggest sponsor is the First National Bank with a daily 15 minute AP program. They've had this show for 10 solid years. In surveys it pulls an astounding 72% share of audience. Nearest competition has 22%. No wonder AP news sells itself! Year after year it provides us with a steady source of income. In the past 10 years we calculate AP has been responsible for 15% of our local income."

Says Ben Booth, Jr., Vice President of the First National Bank of Danville: "Our AP newscasts over WBTM do a fine job. We ran a special promotion on savings accounts. We were swamped with responses. The results far exceeded even our most optimistic expectations."

Figures talk! Figures prove AP news pays off . . . in profits . . . to station and sponsor! Authoritative, alert, concise news coverage attracts listeners . . . and holds them. Sales messages beamed to AP news audiences produce results . . . and profits.

For additional case histories or information on how you can profit with AP news . . . write

m AP NEWS

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y.

Reports President Allen of KGAL: "All our 66 AP news programs are sponsored. KGAL derives 20% of its income from newscasts sold to year-round sponsors. We go heavy on our own staff's good local coverage along with AP. This is an unbeatable combination. Of our audience, 75% prefers news over all other programs. When I saw the percentage of gross gained from news, I took one salesman off . . . made him News and Public Relations Director. We have no trouble at all selling AP news."

Delmar Clem, owner of Delmar Clem Men's Clothes, KGAL's largest sponsor of AP news, says: "I've sold suits to people from all over the Willamette-land area who listen to my 7:15 A.M. newscast. KGAL's AP news is tops!"

Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours!
- leased news wires of 350,000 miles in the U.S. alone!
- exclusive state-by-state news circuits!
- 100 news bureaus in the U.S.!
- offices throughout the world!
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily!

IBE OF THE ASSOCIATED PRESS."

In Canada Even Beavers are on the Increase!

Though rabbits, oddly enough,
are merely holding their own.
[according to the Dept. of Lands and Forests]

Almost everything in Canada is getting bigger, more abundant, more prosperous. For instance:

Lumber production is booming.
There's enough timber in Canada's forests to build 24 million homes.

There's a 200 million dollar fishing industry off each coast and in the lakes and rivers in between. Last year, we produced about $150 millions worth of gold. Perhaps best of all, 1 in 4 gallons of gas consumed in Canada now comes from our own oilfields; production was up 30% this year.

Even the population has risen 22% in the last ten years —more than 14 million people now against 11.5. No other country is growing so fast!

This is a rich market, located in a vast, widespread country—4,280 miles from coast to coast, nearly 4 million sq. miles in area. The problems of transportation—*and communication*—are immense.

With 3.57 persons per sq. mile (45.1 in the States) the people are too spread out for shouting. And with nearly half of them living in rural areas, the most economical, most effective way to reach 'em is— RADIO.

Radio offers far more complete coverage than any other medium, *or combination of media.*

Radio is your salesman-in-the-hearth, a welcome visitor and a permanent guest in every home in the fastest growing market in the world.

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St., West, Toronto.

open mike

Junk Heap

EDITOR:

This is the time of year when most radio stations are flooded with Christmas ornaments, toy packages, balloons, etc., accompanied by advertising copy designed to mislead listeners. Most of this merchandise is not good value, but it is described in such glowing terms that listeners fall victim to the sales pitch and then of course, blame the station for deceiving them. . . .

I have personally examined a considerable number of items of this sort and found none of them acceptable.

It is my humble opinion that if we as radio station operators do not become more vigilant in protecting our listeners from some of these ridiculous offers, the matter may be taken completely out of our hands.

Richard E. Jones
V.P. & Gen. Mgr.
WJBK-AM-FM-TV Detroit

[EDITOR'S NOTE: Thanks to able Broadcaster Jones for underscoring a B•T editorial Dec. 3 which pointed out that not everybody who wears a Santa Claus suit is Santa Claus.]

* * *

Legal Footnote

EDITOR:

I have had an opportunity to read the transcript of the hearing on the San Francisco case involving station KSFO since publication of the very interesting article on political broadcasts by Edwin H. James ["How To Stay Out of Jail"] in BROADCASTING • TELECASTING of Nov. 19 and I want to correct one statement which he made about that case on the basis of the news reports . . .

It [was] stated that the action for the temporary restraining order to compel the station to furnish time to the representative of the Communist candidate was brought to enforce a contract which had been made with the station and which the station was trying to cancel. It was accordingly concluded in the article that the legal issue in that case did not hinge exactly on the application of Section 315 [of the Communications Act].

Although the committee representing the plaintiff signed the usual contract form and took the position at the hearing that there was a contract, actually the form contained the standard provision requiring that a request for time be accepted by the company, and the management, after investigation, rejected the request in this case.

In any event, the court in deciding the matter appeared in no way to consider the question of the existence of a contract as important but rather treated the problem solely as one of application of Section 315. And, as pointed out by Mr. James, the court, in ordering that the station make time available to the committee for the candidate, ignored the case of *Felix v. Westinghouse Radio Stations* decided by the Third Circuit Court of Appeals last year.

Peter Shuebruck
Fly, Shuebruck & Blume
New York

[EDITOR'S NOTE: Attorney Shuebruck's interpretation is correct. The article went to press before the transcript was available.]

* * *

Razor's Edge

EDITOR:

In the Nov. 19 and Dec. 3 issues of BROADCASTING • TELECASTING you have had articles on political broadcasts, and the title in the first issue was "How To Stay Out of Jail." I read these articles and took your magazine to my lawyers and had them check it. The article was very well written and I think worth the time of any manager to sit down and read it.

I would appreciate your sending five reprints of these two articles so I might send them to some friends in Washington and in our state legislature to see what can be accomplished to help the broadcasters get off the razor's edge. . . .

William H. Cole
Owner-Manager
WHOC Philadelphia, Miss.

* * *

The "H" Was Silent

EDITOR:

In your Nov. 26 issue under FCC ROUNDUP on page 172, you listed under new AM applications our application as "McGee, Ala." This should have been *McGehee, Ark.*

Since the error has caused some mixup in my mail, I thought I would advise you as you might possibly be able to make a correction.

Abbott F. Kinney
President
Southeast Arkansas Broadcasters Inc.

* * *

Hand in Glove

EDITOR:

On Dec. 3, the *Town Crier*, a local newscast sponsored by the Atlantic Refining Co. on WBBQ Augusta, Ga,. reported the apprehension of a one-armed man wanted for pass-

(Continued on page 95)

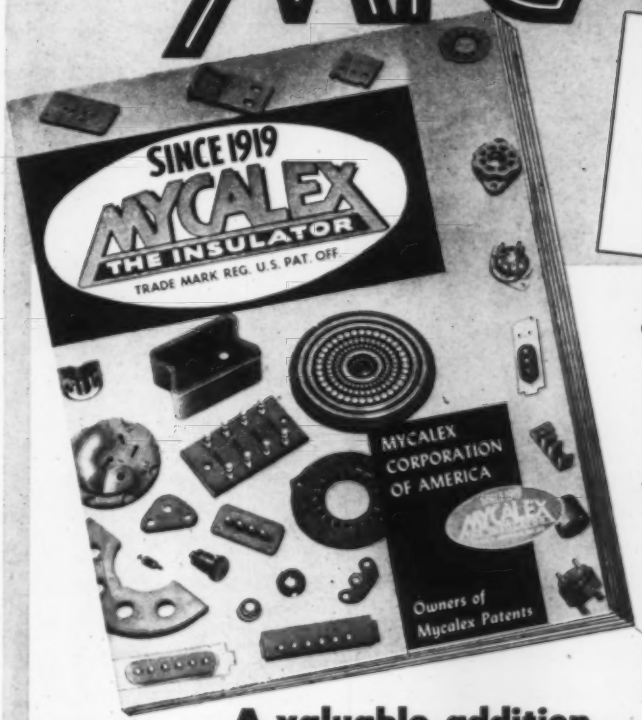
Yours for the asking - THE NEW 20-PAGE MYCALEX CATALOG and ENGINEERS' HANDBOOK

of glass-bonded mica

ELECTRICAL INSULATION

with special section on

MINIATURE *LOW-LOSS* TUBE SOCKETS



A valuable addition to your technical library

COSTS YOU NOTHING — CAN MEAN REAL SAVINGS IN TIME AND MONEY

You'll find this 20-page compilation of technical data and manufacturing criteria a veritable gold-mine of hard-to-get electrical insulation information. Complete in content, it not only encompasses the wide range of MYCALEX Insulation in all its various grades and characteristics, but includes comparative data on other important dielectric materials as well. Write today. Your copy will be forwarded promptly.

FOR QUICK REFERENCE — CONSULT THE 1950 IRE YEARBOOK

For your added convenience the entire MYCALEX 20-page catalog appeared as a section in the 1950 IRE Yearbook. It's the seventh catalog in the special manufacturers catalog section at the back of the 1950 issue.

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SINCE 1919 MYCALEX THE INSULATOR TRADE MARK REG. U.S. PAT. OFF.

MYCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N.J.

FEDERAL QUIZ

McKinney, McGrath Present Views

CURRENT investigations into the conduct of government personnel touched a broadcasting official and Phonevision last week.

Democratic National Committee Chairman Frank E. McKinney referred to his 21% interest in Universal Broadcasting Co. (WISH Indianapolis) at a press conference when he told reporters that "somebody is snooping around" in connection with a television application he and Indianapolis associates have on file with the FCC.

WISH is a TV applicant in Indianapolis. In addition Universal also owns the licensees of WANE Fort Wayne, WHBU Anderson, WHOT South Bend, all in Indiana.

"I personally will never set my foot inside the FCC, which I am sure will give all applications for TV licenses close scrutiny," Mr. McKinney declared.

Mr. McKinney called the press conference to refute implications of skullduggery in connection with a profit of $68,000 (or $74,000) he made in the purchase of stock in the Empire Tractor Co. He invested $1,000, sold out 10 months later for a reported $75,000. According to Mr. McKinney, the profit was $68,000, not $74,000.

Frank M. McHale, Indiana Democratic leader and political mentor of Mr. McKinney also profited to the same amount on the Empire Tractor buy. He is associated with Mr. McKinney in Universal Broadcasting Co. He owns less than 1% of the voting stock. Mr. McKinney is a personal friend of FCC Chairman Wayne Coy.

U. S. Attorney General J. Howard McGrath told the House Ways & Means subcommittee investigating the Internal Revenue Bureau scandals that James P. Finnegan, indicted former St. Louis Collector, was "selling influence" when he took $50,000 from Zenith Radio Corp. to get films for its Phonevision tests early this year [B•T, Dec. 10]. Mr. McGrath said that the Justice Dept. already was working on an anti-trust complaint against the movie companies who refused to give films to Zenith. He also said Mr. Finnegan never approached the Justice Dept. in the matter.

In response to a question from Rep. Robert W. Kean (R-N.J.) asking if the fee paid Zenith was "money down the drain," Mr. McGrath answered, "Absolutely." Rep. John W. Byrnes (R-Wis.) asked, "Was he trying to sell political influence?" Mr. McGrath answered, "Yes, what else could it have been?"

CUTTING up birthday cake that marks fifth anniversary of Center Shops' participation on Women's World on WTAR Norfolk, Va., is P. H. Rose (l), president of suburban department store. Alice Brewer, fashion and women's director of station, watches Mr. Rose's form.

in FLINT...
not even Santa
covers more homes
WFDF delivers more BMB families, day and night, than any other Michigan radio station outside Detroit—115,780 families, day, and 99,230 families, night (BMB Study No. 2).
910 Kilocycles
WFDF FLINT MICH.
BASIC
AMERICAN BROADCASTING COMPANY
Represented by the Katz Agency
Associated with WOOD & WOOD-TV, Grand Rapids—WFBM & WFBM-TV, Indianapolis—WEOA, Evansville.

IAAB MEMBERSHIP

Mestre Extends Invitation

RADIO and TV transmitter manufacturers have been invited to join Inter-American Assn. of Broadcasters as associate members to help spread the free enterprise system in the American nations.

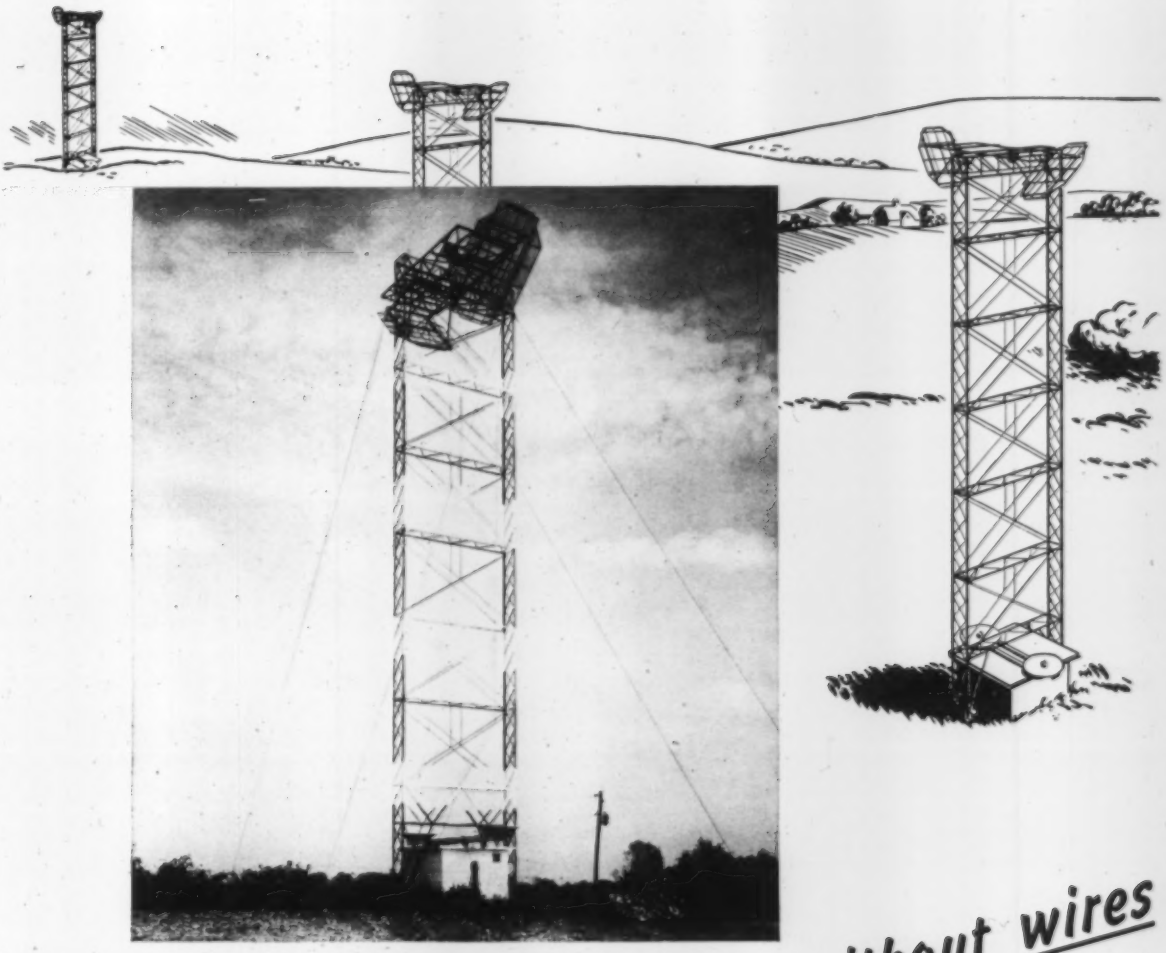
Invitation was extended Monday night at a dinner held at the Waldorf-Astoria Hotel, New York, with Goar Mestre, IAAB president, as host. Mr. Mestre is owner of CMQ Havana and associated stations.

Several large manufacturers indicated an interest in the idea and are expected to enter the IAAB fold. At the Monday dinner were prominent American and Latin American broadcasters as well as manufacturer representatives.

Those attending were: Mr. Mestre; Judge Justin Miller, Harold E. Fellows and Robert K. Richards, NARTB; Jose Ramon Quinones, WAPA San Juan, P. R.; Dudley Wood, RCA; A. M. Martinez, manufacturers representative; Donald Wolford, Westinghouse Intl.; Fernando Eleta Parara, director of radio program services, Panama; M. J. Fein, G. H. Stratton, Frank P. Barnes, General Electric; Gilmore Nunn, WLAP Lexington, Ky.; H. E. Taylor, Allen B. DuMont Labs.; W. M. Adams, Radio-Television Mfrs. Assn. and Sprague Electric Co.; Robert Tate, Stromberg-Carlson Co.; E. D. Van-Turbergen, IT&T; D. A. Myer, Westinghouse Radio Stations; H. G. Penfold, Collins Radio Co.

McCarthy Libel Suit

SUIT for $500,000 in damages has been filed against the *Syracuse* (N. Y.) *Post Standard* and its owner, S. I. Newhouse, and its editor, Robert L. Voorhees, by Sen. Joseph R. McCarthy (R-Wis.). Mr. Newhouse also owns Central New York Broadcasting Co., licensee of WSYR-AM-FM-TV Syracuse. Attorneys served a summons and complaint last Wednesday. Suit alleges libel and defamation of the Senator in an Oct. 19 editorial.



"PRIVATE WIRE" — *without wires*

For uninterrupted operation in all kinds of weather, WHAS-TV at Louisville and WSM-TV in Nashville linked themselves together with an inexpensive but efficient microwave relay that enables them to telecast each other's programs. For positive targeting between screen and parabolic reflector, Blaw-Knox was called in to design, fabricate and erect all towers for this temporary video hookup . . . Should your plans call for a similar project avail yourself of Blaw-Knox experience.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

BLAW-KNOX *ANTENNA* TOWERS

Allan Jones
"A DAY AT THE RACES"
"A NIGHT AT THE OPERA"
"THE FIREFLY"
adds a new
Says
"GUYS AND DOLLS"
"THE GREAT VICTOR HERBERT"
"THE BOYS FROM SYRACUSE"

ew feather...

s QUENTON ("Q") COX — *KGW, Portland, Ore.*

"Here's another feather for Allan's hat. Congratulations on your new Allan Jones package — it is an excellent musical show of extremely high standing. KGW is using *The Allan Jones Show* as part of the Monday night music festival which includes such important NBC shows as *The Voice of Firestone, Mario Lanza, The Railroad Hour* and *The Telephone Hour. The Allan Jones Show* stands up beautifully with these stellar network attractions."

the ALLAN JONES SHOW

Rare indeed is the opportunity given a local station to secure a big-time musical production of network calibre at a cost well within its sponsor's budget. The opportunity is now! Investigate *The Allan Jones Show*.

Complete half-hour audition, sales brochure and price will be sent you, at no charge, upon your request.

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

Western Sales Representative
Walter S. Davison
6087 Sunset Boulevard, Hollywood, California

Canadian Sales Representative
S. W. Caldwell Ltd.
110 Simcoe Street Toronto

editorial

Now Comes CBS

NOW COMES CBS Radio with a brace of new sales policy plans, effective Jan. 1. The plans, as reported elsewhere, win the approbation of a majority of the affiliates offering comment. Others, in the main, want to "wait and see."

The plan does not affect individual station compensation. It meticulously avoids the explosive "television penetration" issue. It does not impinge upon spot placement.

It is a plan designed to give the advertiser what CBS terms "marketing flexibility," but it assures all affiliates of continuity of program service, available for secondary sponsorship if the original sponsor, who foots the program bill, does not buy the full network.

CBS defers consideration of possible rate revisions until it has available up-to-date coverage and cost data—a position bound to win the plaudits of affiliates. Meanwhile, it offers its advertisers a new dollar discount based on volume, to entice use of a maximum number of markets. It is an attractive approach, born of the stresses and strains in network radio which tax selling ingenuity.

It is evident that the networks have now sold themselves on radio as the economical mass selling medium. They insist, however, upon the inevitability of change. Somewhere they must find the equitable formula that won't sell radio short. It will come when the networks sell against other media, notably magazines (which are quaking in their four-color presses over TV penetration) and not against radio. It will come when radio sells against local newspaper and TV competition, fixing rates against local competition, rather than what the network thinks the station should charge.

Louis Goldsborough Caldwell

FREE RADIO lost a valiant warrior last week with the death of Louis G. Caldwell. He had spent a quarter-century in radio law. He was the dean, respected for his integrity, his genius and his good-fellowship.

Mr. Caldwell was the first general counsel of the Federal Radio Commission, assuming office at the behest of the then temporary body after the five Commissioners had read a brief he had written and spotted their man. In the eight months that he served, he laid much of the ground work for radio regulation. Many of his original concepts remain on the books.

As a practicing attorney (and an indefatigable one) he resisted government encroachment upon radio's freedom with the fervor and the passion of a Peter Zenger. He was in the thick of almost every case involving a basic issue (sometimes without fee), until forced to slow down a few years ago because of a heart ailment. It was because he wouldn't slow down enough that the end came.

Louis Caldwell loved people. He loathed anything phoney. He was a poet, a scholar and musician. He probably should have been a top law school dean—a life suited to his temperament. That would have been radio's loss.

Louis Caldwell elected to practice radio law in those uncertain '20s. Across the sea, the British had decided on state-controlled radio. If there had been no Louis Caldwell in U. S. radio, it might have gone the way of BBC.

One day the law schools of the nation will record and teach the Caldwellian thesis of communications jurisprudence—a deserved memorial to one of radio's greatest names.

Lorain Precedent

THE SUPREME COURT'S affirmation of an injunction prohibiting the *Lorain* (Ohio) *Journal* from trying to put WEOL-AM-FM Elyria, Ohio, out of business by refusing to take advertising from anyone who bought time on the station establishes sound and resounding precedent for conduct of competition among the various advertising media.

Particularly, we believe, the court is to be commended for saying that the injunction in no way abrogated the basic freedom of the press (which includes freedom of broadcasting). For freedom of the press does not also mean freedom from responsibility or freedom from laws that have repeatedly withstood court test—in this case the Anti-Trust Act.

What the *Lorain Journal* had in mind in refusing to sell space to advertisers who used WEOL was, quite plainly, the destruction of the station and the re-establishment of a monopoly that the paper had enjoyed before the station went on the air. It would be stretching the protection of press freedom too far to apply it here.

Commercial competition between newspapers and radio is and should be vigorous, but for the good of the public it must not degenerate into a vendetta in violation of anti-monopoly laws. Citizens of the Lorain-Elyria area today are better off for the SCOTUS decision.

Air Raid Channels

WHEN PRESIDENT Truman last week signed an executive order to authorize silencing or curtailment of emissions of all kinds of radio stations to thwart enemy planes or guided missiles from using such signals as "homing" beams, there was underscored again the sensitive role of broadcasting in this emergency.

The executive order, and the legislation enabling it adopted last fall by Congress, should cause no real alarm. It is far less stringent than that proposed originally by the Air Force, which would have given the military—rather than the executive branch—control over all electromagnetic communications, which means everything on the air. Actually, the new order simply implements the authority given the President under Section 606(c) of the Communications Act, in force since 1934.

As a matter of fact, the executive order, evolved in collaboration with the FCC, the technical control authority, and the Broadcast Advisory Council of NARTB, actually spells out the degree of government authority. It precludes, for example, the exercise of any authority over content of programs. It prevents the taking over of equipment silenced. It specifies the return of stations to "normal operations' as soon as is possible.

What should cause the station operator concern is that which isn't covered in the executive order. The order deals only with technical operation under the duress of war.

The program responsibility devolves upon the station licensee. Programs are produced by people. And people, notably in so esthetic and artistic a field as radio and TV, have all shades of opinions and views. Doubtless, 99% plus are loyal Americans.

This is no Red-scare. It is a grim, realistic recognition of what *could* happen. One has but to remember the Orson Welles' *Men from Mars* to grasp the power of radio (and even more so of TV) to incite a nation into panic.

The responsibility of the broadcaster, the program director, the newscaster, the engineer (and secondarily of the advertiser and the agency) in this atomic age, is frightening. No more important job devolves upon the executive than constant screening of those people who have access to the microphone.

our respects to:

WILLIAM DWIGHT SHAW

A 98 cent paycheck for the first week's work might make the ordinary young man stop to reconsider his choice of a career. To William Dwight Shaw, general manager of KNX Hollywood and Columbia Pacific, however, it represented a challenging starting point in the field of his choice.

From that fall day in 1938 when he received his first radio pay as an NBC Hollywood usher, Bill Shaw has met the challenge with a characteristic flair for hard work.

Born in Los Angeles on Jan. 6, 1915, Mr. Shaw grew up in neighboring Pasadena, where his parents, Leon V. and Mate Shaw, moved during his early youth.

Working nights and vacations as a clothing store salesman and gas station attendant, young Shaw graduated from Pasadena High School in the spring of 1933. Despite his heavy schedule, he was active in high school sports, winning letters in both track and football.

Young Shaw enrolled in UCLA in the fall of 1933, but missing a semester while working with a survey crew on Hoover Dam construction delayed graduation until 1938. He received a B. S. in business administration.

First taste of advertising came from his campus job as business manager of *The Claw*, collegiate humor magazine. He also maintained his sales background by working as campus representative for Desmond's, Los Angeles department store, and Ambassador Hotel's night spot, Cocoanut Grove.

Succinct advice of Don Francisco, then executive vice president of the old Lord & Thomas (now Foote, Cone & Belding) supplied the trigger for young Mr. Shaw's growing determination on a career in radio. Mr. Francisco is now J. Walter Thompson Co.'s New York vice president.

Answering the youth's questions about the medium, Mr. Francisco told him: "Young man, if you want to go into advertising, join an advertising firm; if you want to go into radio, then take any job you can get with a radio station."

That advice he followed. After two weeks as an NBC Hollywood usher, Bill Shaw on Oct. 4, 1938, shifted over to the CBS guide staff, a training ground sponsored by Donald W. Thornburgh, then the network's Western Division vice president and now president and general manager of WCAU-AM-FM-TV Philadelphia.

His first year was spent on the guide staff and in tour promotion, where he planned and arranged Columbia Square trips for convention groups, business executives, service clubs

(Continued on page 92)

Chorus of 100,000...
with JIM BOYSEN at the mighty Cash Register

To over 800 independent grocers in the Minneapolis-St. Paul Market who sponsor Jim Boysen's afternoon radio show on WTCN—there is no music so sweet as the hundred thousand pairs of feet that walked into *their stores* in recent months — to register in person for a prize! Jim Boysen, on his Carnival of Foods program, told them to!

Before Thanksgiving Jim's pet turkey required a name. In one week 2205 people tried to win one of five turkeys offered for the best name!

He also has a program, "At Home with Boysen", on week days—6 to 7 a.m. The Boysen kids—obviously unrehearsed—help Jim and Mrs.

Tops in uncalculating selling! Several mornings currently open for sponsorship. More about it from our representatives?

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"

WTCN *Town Crier of the Northwest*

MINNEAPOLIS—ST. PAUL

RADIO ABC 1280 • TELEVISION ABC CBS DUMONT CHANNEL 4

National Representatives
FREE AND PETERS

front office

TOM CAMPBELL, radio and TV account executive Branham Co., N. Y., to New York office of Blair-TV Inc., as account executive. Mr. Campbell started in radio in 1937 with station relations department of NBC. In 1941 he became time-buyer at Paris & Peart, moving to Branham Co. in 1942 He served for three years as skipper of a PT. boat in the Pacific theatre during World War II.

Mr. Campbell

PAUL ANTHONY, WBZ Boston, named sales representative WCCM Lawrence, Mass.

LYNN MORROW, promotion manager WTVJ (TV) Miami, Fla., named public relations director and administrative assistant to general manager.

DAVID M. GRIFFITH named to sales staff WJMO Cleveland.

BRUCE COMPTON and BILL ELLIS to sales staff WTVN (TV) Columbus, Ohio. Mr. Compton was in advertising and promotion in Philadelphia. Mr. Ellis was with United Film Corp., N. Y.

ALLAN ROGERSON, secretary-treasurer CKSM Shawinigan Falls, Que., named manager and managing director.

PAUL H. MARTIN, general manager WSKI Montpelier, Vt., appointed national sales manager KFXM San Bernardino, Calif.

JOSEPH HERSHEY McGILLVRA, Chicago, named national representative for WOPA Oak Park, Ill.

WALTER HOLOHAN, radio network sales ABC Chicago, to spot and local sales staff ABC-TV Chicago.

GOING 5000 WATTS IN JANUARY

LANSING MICH.

SEE RAMBEAU
New York—Chicago—
Los Angeles—
Impact Radio Sales,
Detroit

WILLIAM PEAVEY and JAMES RICHARDS, co-managers John Blair & Co., S. F., radio station representatives, announce organization change in firm. Mr. Richards is now sole manager of radio, while Mr. Peavey joins Blair & Co., S. F., television representatives, as associate to LINDSEY SPIGHT.

MAX LERNER to television division, legal department, ABC. JAMES A. STABILE named to legal staff for network. Mr. Lerner is a graduate of Brooklyn Law School. He was with The Legal Aid Society from 1946 until August of this year, and in 1949 he was the Republican-Fusion candidate for City Councilman in the 18th Senatorial District. Mr. Stabile is a graduate of St. Johns Law School. He was with William Morris Agency, N. Y.

Mr. Lerner

Mr. Stabile

W. B. TAYLOR ELDON, co-op sales department ABC, to radio and TV department, Branham Co., N. Y., station representatives.

YVONNE SUMMA to commercial department WTAG Worcester, Mass. She was with WAAB Worcester.

JOHN E. PEARSON Co., N. Y., named national representative for WCEC Rocky Mount, N. C.

RILEY R. GIBSON, manager KXO El Centro, Calif., appointed manager KOME Tulsa [B•T, Dec. 10]. Mr. Gibson succeeds J. T. MEYERSON, resigned.

Mr. Gibson

ROBERT W. WARD, sales department WJJD Chicago, named sales manager.

JOSEPH McQUAY, formerly WWVA Wheeling, named TV planning consultant and program director WVVW and WJPB (FM) Fairmont, W. Va.

JERRY ELLIOTT, news director WCBT Roanoke Rapids, N. C., appointed assistant manager.

JOHN I. HYATT, south-central manager Johnston Publishing Co., N. Y., named to local sales staff KMOX St. Louis.

MARY CORRIGAN, secretary to general manager LLOYD E. YODER, KNBC San Francisco, rejoins her former boss, JOHN W. ELWOOD, now director of Radio Free Asia. JEAN STRUBEL, Mr. Yoder's former secretary at KOA Denver, to KNBC to rejoin Mr. Yoder.

Personals . . .

ROY F. THOMPSON, owner and general manager WRTA Altoona, Pa., re-elected chairman of Blair County Foundation for Infantile Paralysis. . . . ARTHUR HULL HAYES, general manager KCBS San Francisco, named radio chairman for 1952 March of Dimes in San Francisco area. . . . J. B. CONLEY, general manager KEX Portland, Ore., elected to board of directors Portland Chamber of Commerce. . . . LLOYD E. YODER, general manager KNBC San Francisco, elected to 1952 Board of directors San Francisco Chamber of Commerce. . . . RALPH McKINNIE, sales manager Paul H. Raymer Co., Chicago, re-elected president of the Colonnade Corp., and vice president of the Sheridan Willows Corp., Chicago real estate properties.

Capt. WARREN C. PARKINSON, former commercial manager WHLF South Boston, Va., now stationed at headquarters of U. S. Air Forces in Europe, Wiesbaden, Germany. . . . HARRY SYLK, vice president WPEN Philadelphia, recently received the "Torch of Hope" award for contributions to charity on national basis without regard to race, color or creed from City of Hope, nationally known sanatorium located near Los Angeles. . . . DONN B. TATUM, director of television ABC Western Div., nominated for membership to board of directors, Los Angeles Chamber of Commerce. . . . KEN NELSON, salesman, WMAQ Chicago, father of daughter, Denise Annette, Dec. 4. . . . MILT KLEIN, operations manager KLAC-TV Hollywood, and JACQUE REID, married Dec. 8. . . . JACK MULLIGANS, account executive KLAC Los Angeles, father of daughter, Christine, Dec. 2. . . . DAN PARK, general sales manager WIRE Indianapolis, named Indiana radio chairman for 1951 March of Dimes. . . . PATRICK RASTALL, sales service manager ABC Chicago, father of boy, Patrick William, born Nov. 23. . . . LEONARD THORNTON, network salesman ABC-TV Chicago, father of daughter, Mary Sheila. . . . JOHN H. NORTON Jr., vice president ABC Central Div., elected to board of directors of the Chicago Electric Club.

Another Masterpiece of Truscon Engineering Skill

TRUSCON "G-W" UNIFORM CROSS-SECTION GUYED RADIO TOWER

HERE again is another example of Truscon leadership in antenna design—another example of skill gained by nearly a half-century of experience in the fabrication of structural steel products.

Truscon Type "G-W" Radio Towers are of particular interest to the buyer who is desirous of obtaining the utmost in antenna quality and strength at a cost representing only a nominal premium above the cost of secondary types of construction. These guyed towers are available in shop-welded unit lengths for tower heights up to 528 feet, and include these features:

TRIANGULAR—because this design resists distortion with greater efficiency than any other form and is so recognized by the engineering profession.

UNIFORM IN CROSS SECTION — because radio engineers proclaim this feature a distinct asset in broadcasting.

STRONG — because these towers and all component parts are designed to resist a minimum wind load of 30 pounds per square foot which is accepted as a design adequate for most geographical areas not subject to frequent cyclone visitation.

The Type "G-W" guyed tower can be adapted to a number of services. When base and guy insulated, it is an ideal antenna tower. It can also simultaneously support one or more cables or co-axial transmission lines having 3⅛" aggregate diameter and one or more whip-type UHF antennas or a side-mounted FM antenna, with some applications requiring nominal height reduction.

Although the Type "G-W" tower is rated to resist 30 pound per square foot minimum wind pressure, under certain conditions, such as an AM radiator not supporting superstructure for other services, it may be capable of safely resisting 40 or more pounds per square foot of wind pressure.

When non-insulated, the Type "G-W" tower is suitable for a number of services, such as an FM or UHF Antenna Support for Railroads; Public Utilities; Industry; Municipal, County, and State Police; and Communications Networks.

Typical central pier arrangement for non-insulated tower. Other arrangements are possible to meet specific conditions.

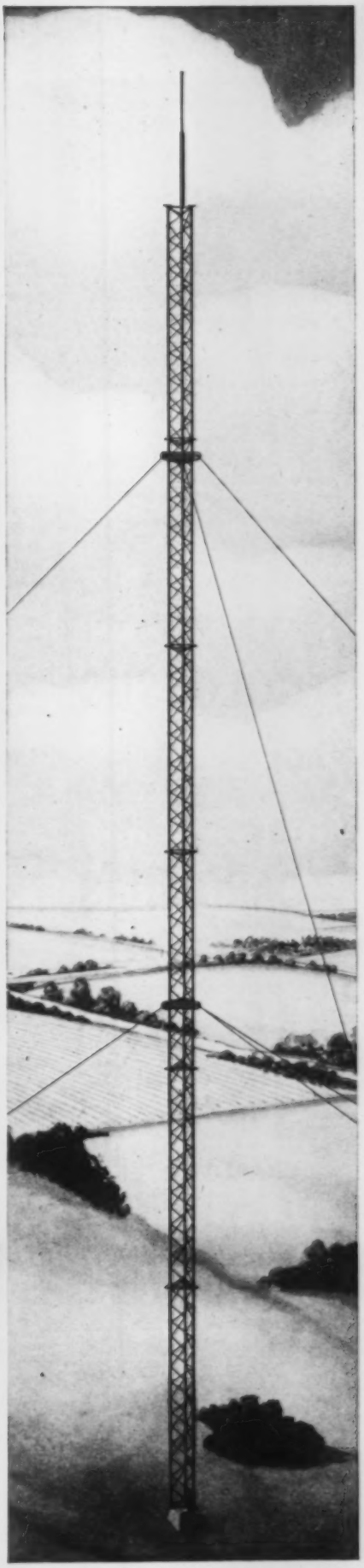
Base insulated central pier showing "Mast-Base" or "Pivot" type base insulator with Spark-Gap.

FREE CATALOG

Write for illustrated literature giving complete description, mechanical details, installation photos, and other important information on the new Truscon "G-W" Guyed Radio Towers.

TRUSCON
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**
TRUSCON COPPER MESH GROUND SCREEN

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation



COLOSSUS of the CAROLINAS

WBT

CHARLOTTE, N. C.

THE BIGGEST SINGLE ADVERTISING MEDIUM IN THE TWO CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

Production

(Continued from page 30)

erally has been cut back about 40%.

"There was no point in cutting back civilian production until the military production was ready to pick it up," Mr. Wilson explained.

"Now that designing and production planning of military equipment is progressing to the production stage, we are applying the necessary civilian cutbacks," he said.

Radio-TV sets and other electronics products are classified as Class B under the government's Controlled Materials Plan. But under a priority system set up last month, they enjoy a greater "essentiality" than many hard goods.

"If we had fallen for the clamor to close down plants and drastically curtail civilian production, the results would have been millions of unemployed and a shattered public morale," Mr. Wilson declared.

Expanded aircraft output will drain the economy even more next summer, he predicted. He termed electronics expansion "magnificent" with other industries. Atomic energy requirements also were cited.

With respect to steel quotas, the largest allocation was given to NPA's Facilities and Expansion Branch (360,000 tons) for industrial expansion. Broadcasters may anticipate only a trickle of materials for new construction, however, beginning in January. Rule of thumb will be instances of hardship.

Radio-TV stations will get a better idea this week when NPA issues its first construction list of grants and denials for the first quarter of 1952. They fared well during the present quarter [B•T, Sept. 24].

Will Fare Better

They still will fare better than commercial and entertainment enterprises in the industry reclassification. Broadcasters are now lumped under the industrial category with publishing firms, enabling them to self-authorize greater quantities of metals on small projects [B•T, Oct. 29]. But essential defense or military construction will receive the right of way.

NPA's Electronics Div. received 97.8% of steel quotas to support its program for defense and civilian users (other than construction). Roughly, this amounts to 4,620 tons.

To eliminate bottlenecks on components for essential production, the Defense Production Administration is enlarging its electronics, general industry, and components units. Sections will study component shortages.

Briefly, the new system is designed to assure delivery of components for the defense program by spot-scheduling orders and swapping schedule dates where delay develops for lack of parts.

DPA Administrator Manly Fleischmann acknowledged the procedure as one of "bumping" civilian goods, through expediting operations rather than cutbacks of materials. It's designed to break bottlenecks, he said.

Mr. Fleischmann also scored reports that some major items—automobiles and, presumably, TV sets—would be wiped off the market. The new procedure, he said, would "delay" and not cut back consumer goods. There will be further reductions of appliances, however, he conceded, adding that nickel is a "butter and guns" story of itself and critically short.

The receiving tube and antenna situation was reviewed by the Electronics Parts & Components Distributors industry group, which met with NPA officials last Monday. The distributors told NPA that: (1) wire cable and special tubes are hard to secure; (2) it would inform manufacturers about shortages of each type of tube at their level in the hope of obtaining more tubes to meet demand.

Tube Shortages

NPA authorities advised the representatives that it had studied tube shortages and doubted it could be attributed to scarcity of materials.

Antenna issue had been posed last month by a committee of the Radio - Television Mfrs. Assn., which hopes for assurance that the four million TV sets earmarked for production next year will be accompanied by a like number of antennas.

While distributors reported an easing of shortages, NPA authorities appear unable to extend that assurance, claiming it will depend on the availability of materials. moreover, there already is a priority system governing military and civilian antennas within the Class 'B' products classification. RTMA's Antenna Section suggested that they be broken down into "A" and "B" groups [B•T, Nov. 26].

Under present procedure, materials are allotted to the Electronics Products Division for both military and civilian uses. Consumer goods get the balance of materials not taken for defense requirements. The same holds true for radio-TV sets and component parts. Aluminum is used in TV antennas.

Paul Cram Post

PAUL CRAM, new technical director of the Rounsaville Stations (WBAC Cleveland, WBEJ Elizabethton-Johnson City, WQXI Atlanta and WLOU Louisville) is not chief engineer of WAGA Atlanta as he was listed in BROADCASTING • TELECASTING December 10. He was formerly in that position.

KTOK Adventure

AN "escaped" application was recaptured by the FCC last week and shoved back into the processing line. The application of KTOK Oklahoma City for boost in nighttime power from 1 kw to 5 kw accidentally was granted on Dec. 5, although it was forty-ninth in the processing line. Last week, FCC revoked the grant and put the station back in line. The KTOK application had been considered along with that of WCFL Chicago for change in nighttime directional pattern, since both are on 1000 kc. The WCFL change was granted in proper sequence in the processing line and last week the Commission made its grant subject to interference that may result from a later grant of KTOK.

IMDRIN FIRM FINED

Court Cites 'False' Ad

FINE of $500 was levied last week against Rhodes Pharmacal Co., Chicago, by the U. S. District Court, Philadelphia, for disseminating an allegedly false advertisement on behalf of its medicinal preparation, Imdrin.

The government charged that an Imdrin advertisement made certain aspersions with respect to a decision of the U. S. District Court in Chicago last February. Rhodes claimed that in dismissing an injunction request by Federal Trade Commission, the Chicago court in effect cleared Imdrin of "false and misleading advertising" and branded FTC charges as "untrue."

The advertisement appearing in *Drug Topics*, a trade publication, led to the fine. The original complaint mentioned broadcast continuities as well.

FTC obtained a reversal of the Chicago court decision and the injunction now is in effect. The appeal was granted by the Court of Appeals for the Seventh Circuit in September [B•T, Oct. 1].

AUDIOGRAPH STUDIOS

Ben Loewy Named Head

BEN LOEWY, former production manager of Columbia Records, has been named president of Audiograph Studios Inc., newly formed organization specializing in TV filming and sound recording, it was announced Monday.

Crews of experts recruited from TV and the film industry are already at work at Audiograph Studios, located at 846 Seventh Ave., New York. Sound facilities are being used by record companies, while TV film assignments for commercials as well as complete packages are being handled for agencies and producers, it was stated.

station operators please note!

The advertisement shown here is appearing currently in *Printers' Ink* and *Advertising Agency*.

Reason is we want all agency men to know how Service-Ads are becoming increasingly helpful to time buyers and media directors.

• • •

To help you make these Service-Ads of maximum usefulness to buyers (and so of maximum effectiveness) we have interviewed scores of media people and advertising managers . . . to find out how they buy spot radio time, what kind of information is most valuable to them. The results of these interviews are available to radio and TV stations and their representatives in the booklet, "SPOT RADIO PROMOTION HANDBOOK" (at cost: $1.00).

Then, to help you convert these viewpoints into Service-Ads that will really "sell by helping buyers buy," we have condensed this information into another handy booklet, *"Copy Organizer for Service-Ads in Radio Advertising Rates & Data."* Available at cost, $1.00.

Walter E. Botthof

WALTER E. BOTTHOF, *Publisher*

added information

for busy buyers of space and time

publishers and station operators are providing another source of timely media information

Getting *standard* media information fast poses no problem . . . you have Standard Rate & Data and CONSUMER MARKETS handy.

It's the media information that is *not standard* that is harder to keep up with . . . trends—market coverage data—by trading areas—by class or type or age.

Many publishers and station operators appreciate that media buyers do not *always* have time to call for help; or even for careful study of all filed literature. **Last year 1,041 of them put supplementary information about their publications and stations near their listings in SRDS, and near the appropriate market data in CONSUMER MARKETS.**

Media buyers tell us they appreciate finding helpful *"non-standard"* information right there when they are referring to standard market or media data. They say it often helps them select media; sometimes helps them defend their selections.

In the course of your daily use of SRDS monthly publications and CONSUMER MARKETS, don't forget—in Service-Ads like these there is *added information* for busy media buyers.

s r d s

STANDARD RATE & DATA SERVICE, INC.

Walter E. Botthof, Publisher

the national authority serving the media-buying function

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: CHICAGO • NEW YORK • LOS ANGELES • LONDON

publishers of **consumer magazine** advertising rates and data • **business publication** advertising rates and data • **national/regional network** radio and television service • **radio** advertising rates and data • **television** advertising rates and data • **newspaper** advertising rates and data • **transportation** advertising rates and data • **A.B.C. weekly newspaper** advertising rates and data • **consumer markets,** serving the market-media selection function • **CM analyst,** the monthly market data interpreter

KLX

LEADS ALL OAKLAND-SAN FRANCISCO

INDEPENDENT

Radio Stations

9 OUT OF 12

Hooper Periods!

Hooper Share of Audience, May through September, Oakland

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by BURN-SMITH., INC.

air-casters

DON COLLINS, chief announcer WCBT Roanoke Rapids, N. C., named program director. He succeeds **DOYLE SATTERTHWAITE**, now with WCPS Tarboro.

JANE HAGAN named to new post of supervisor of television sustaining network traffic, ABC.

ARTHUR JACOBSON, program manager, Central Div., NBC-TV, to Hollywood network staff, as production director. He replaces **BILL KARN**, resigned to join Don Sharpe organization.

BURT TOPPAN, publicity director WTVJ (TV) Miami, Fla., appointed promotion manager, succeeding **LYNN MORROW** (See FRONT OFFICE).

ROBERT PACKHAM, floor manager KNBH (TV) Hollywood, named director. **JACK SMIGHT**, film room, named floor manager.

FRANCES WYATT, bookkeeping department KXOK St. Louis, and William Fleischman, to be married Dec. 29.

PATRICIA ALOE named assistant to **IRVING LICHTENSTEIN**, publicity and promotion director WWDC Washington. She was with Sidney J. Wain Inc., New York, public relations firm. She succeeds **LEE WALKER**, named traffic assistant, succeeding **CAROL KAUFMAN**, resigned to be married.

BOB FAIRBANKS, graduate of U. of San Francisco, to KCBS San Francisco, as apprentice.

JOE GUIDI, production manager WCAV Norfolk, Va., appointed chief announcer.

BUD HAWKINS, WGAR Cleveland, named to announcing staff WJER Dover, Ohio.

CARL HOHENGARTEN, director of musical arrangements for St. Louis Municipal Opera, to program and production staff KMOX St. Louis.

HOWARD BROWN, WFIL Philadelphia, named to announcing staff WTVJ (TV) Miami, Fla. **ROBERT ALSHOUSE, RAPHAEL GABER** and **WILSON GRIFFITH**, formerly with WTTT Miami, to WTVJ, as studio apprentices. **CHESTER H. BEAL**, Florida Broadcasting Co., named technician in film department. **VERNON E. FISHER** named cameraman. **MARY LEE RINNER**, graduate Mt. Union College, Canton, Ohio, named to accounting department. **THALIA C. TOLAN** to copywriting staff. She was with KIDO and KGEM Boise.

JOHN VANDERLAAN named to film department, as laboratory technician.

ART GOODWIN, chief announcer WKOP Binghamton, N. Y., appointed to announcing staff WAGE Syracuse.

NORMAN HOPPS, advertising and promotion department KNBH(TV) Hollywood, father of boy, Kevin Crosby, Dec. 2.

C. G. (Tiny) RENIER, program director KLAC Los Angeles, named executive producer KLAC-TV *Hollywood on Television* program. He replaces **CY MILLER**, resigned. **FELIX A. ADAMS Jr.**, one-time program director, WISH Indianapolis, and KMBC Kansas City, joins station as program director.

WALLY HUTCHINSON, advertising and promotion department NBC Hollywood, father of boy, Timothy Dean.

H. W. RISSER, manager of scenic construction NBC-TV Chicago, named manager of TV Staging Services, replacing **NORMAN GRANT**, now NBC-TV art director in New York.

CHARLES HAMILTON, public service and publicity director KFI Los Angeles, named chairman education and public service committee of Southern California Broadcasters Assn. He succeeds **ALAN COURTNEY**, NBC Hollywood.

DARYL McALLISTER, producer NBC radio to KNBH (TV) Hollywood, as floor manager.

ARTHUR MUNCH, Radio prop department CBS Hollywood, and Columbia Workshop president, appointed chairman Board of Directors Associated Net-Workshops for December and January. Chairmanship rotates among four Net-Workshops.

News . . .

VINCENT EVANS named London correspondent for WLW Cincinnati. Mr. Evans was chief of Washington bureau of *London Daily Express*.

Mr. Evans

BOB SILL named to publicity staff ABC Hollywood. He was with *Los Angeles Times*.

DICK JACOBS, ABC Chicago, named to news staff WHHM Memphis, Tenn.

HAL SINGER, commercial department KGGM Santa Fe, N. M., appointed sportscaster.

AL JOSEPH, announcing staff WCBT Roanoke Rapids, N. C., appointed sports director and record librarian.

PHIL WILSON appointed to news staff WQUA Moline, Ill. Mr. Wilson has just completed short tour of duty with Air Force. Prior to his military service he was with WIRL Peoria.

ROBERT STURDEVANT, manager of Paris bureau ABC, father of girl, Roberta Noyes, Dec. 9.

BILL NIETFELD, news director KCBS San Francisco, returned to station after extensive cruise aboard U. S. Navy aircraft carrier in Philippine Sea where he observed Navy jet air operations.

DON MOZLEY, KCBS San Francisco newsman, was featured speaker at San Francisco-Oakland Public Relations Club. He discussed KCBS news set-up and operations of funnelling Korean pickups through San Francisco station to CBS Radio Network.

JEAN HERSHOLT, star of CBS Radio *Dr. Christian* show has turned over first section of his collection of Hans Christian Andersen's works to Library of Congress, Washington, D. C. Group comprises 30 volumes, a collection of letters and 12 presentation copies.

WJR MARKET

Booklet Gives Statistics

WJR Detroit has compiled coverage and market statistics which it is offering upon request.

An eight-page booklet, it gives data on populations, radio homes, retail sales, food sales, drug sales, filling station sales and passenger car registration. Figures are tabulated by counties in Michigan, Ohio, Indiana and Pennsylvania.

WJR comments, "The data is provided for the purpose of aiding evaluation of sales and advertising efforts in the WJR market area. It is designed to save hours of research." Booklet may be obtained from WJR, Dept. 10, Fisher Bldg., Detroit 2, Mich.

COMMERCIAL CUT

Planned by CBC—Dunton

PLANS to reduce the number of commercial network programs in Canada are to be put into operation soon, according to A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp. He told the Parliamentary Radio Committee at Ottawa Dec. 4 that with the annual grant of $6,250,000 by Parliament to the CBC for the next five years, the number of commercial network shows will be reduced.

This will mean primarily daytime shows from previous statements by Mr. Dunton and recommendations by the Massey Royal Commission. The Parliamentary Committee approved the bill granting the CBC the money, which now goes to Parliament where it is not expected to have much opposition. Mr. Dunton also told the committee that the CBC will build a French-language station in the Moncton, N. B., area, and will drop local advertising on its stations in areas where there are private stations. CBC will improve programming with more talks, originating more programs outside Toronto and Montreal, he said.

CBC Engineers

ENGINEERING promotions in Canadian Broadcasting Corp., Montreal, following move of Chief Engineer J. A. Ouimet to post of assistant general manager [B•T, Dec. 3] have been announced. W. G. Richardson, transmission and development engineer, has been moved to assistant to Gordon Olive, director-general of engineering, and will be concerned with sound broadcasting. J. E. Hayes, assistant to chief engineer, is moved to assistant to director-general of engineering with TV technical matters his primary concern. E. C. Stewart, assistant project engineer, is promoted to co-ordinator of projects and services. Andre Ouimet, formerly assistant to director of TV for Montreal, is moved to assistant to co-ordinator of TV, J. A. Ouimet [no relation to Asst. General Manager Ouimet].

WSB SPLIT

Bolsters AM, TV Units

DISTINCT radio and TV operations at WSB-AM-TV Atlanta with a station manager at the head of each was announced last week by J. Leonard Reinsch, managing director, Cox radio and TV enterprises.

Marcus Bartlett becomes station manager of WSB-TV and Frank Gaither station manager of WSB. They were former program director and commercial manager of both stations, respectively. They report to John M. Outler Jr., general manager of the stations.

Also affected by the change is Elmo Ellis, who was assistant to M. K. Toalson, production manager of WSB-TV. Mr. Ellis was named program director of WSB. Mr. Toalson continues in his TV post.

Streamlining Functions

According to Mr. Outler, the realignment "means increased efficiency of operation and a greater capacity for service to this area in both our radio and TV operations. These men are seasoned and experienced with a fine sense of public responsibility and an intimate knowledge of policies and program techniques which have made WSB and WSB-TV the dominant factors in the community that they are."

WSB-AM-TV executives in new organizational move are (l to r) Messrs. Toalson, Bartlet, Ellis and Gaither. ◀

RFA Postpones

RADIO Free Asia last week postponed a scheduled expansion of broadcasts to Red-occupied China. Director John W. Elwood said it was decided to withhold the expansion plans until more transmitters are available in the Far East. He said his organization has been negotiating for some time for new transmitters to be placed in strategic locations in the Orient but the necessary facilities have not yet been secured. The postponement was announced the day before the anti-Communist propaganda radio network was scheduled to double its broadcasting activities in China.

TRANSITCASTING

Number Reduced—Pollak

LITIGATION in a succession of Washington courts has served to reduce the number of cities in which transitcasting operates and convinced transit companies they should defer future installations until settlement of the issue.

This belief was expressed by Franklin S. Pollak, Washington attorney and principal in the transit radio dispute now pending before the U. S. Supreme Court. He addressed the Progressive Citizens Assn. in Washington fortnight ago.

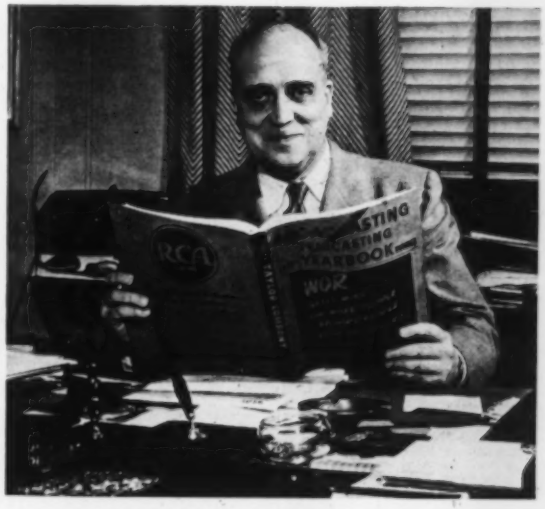
Mr. Pollak said that the 13 cities with transit FM service are considerably fewer than before the courts entered the case, and estimated that 50 cities would have had the service by now. Mr. Pollak was one of the two original complainants who brought the issue to court.

The Public Utilities Commission for D. C. two years ago set aside a complaint on grounds the service is not "inconsistent with the public safety, convenience and comfort." A U. S. district court backed up PUC but was overruled by the U. S. Court of Appeals. The Supreme Court has agreed to hear the case next year. Petition names Washington Transit Radio Inc. (WWDC-FM), Capital Transit Co. and PUC as respondents.

Supports CAB View

SIX MAN liaison body of Canadian Broadcasting Corp. and private broadcasting representatives was advocated by Canadian Marconi Co., Montreal, to the Canadian Parliamentary Committee on Broadcasting at Ottawa Dec. 3. Their function would be to keep private stations posted on new CBC problems and policies and keep CBC posted on problems as seen by station operators. Canadian Marconi Co. operates CFCF Montreal, oldest Canadian station. Company also supported recommendations of Canadian Assn. of Broadcasters for an independent regulatory body.

What's he looking at?



FRANK SILVERNAIL

Batten, Barton, Durstine & Osborn . . .

. . . is looking at *your* advertisement in the BROADCASTING YEARBOOK

WSAZ

HUNTINGTON, WEST VIRGINIA

One of the Nation's Oldest Stations

MORE LISTENERS

THAN ALL STATIONS COMBINED*

*by C. E. HOOPER.....1951

5000 WATTS—930 KC

ABC PROGRAMS

Represented by THE BRANHAM COMPANY

WSAZ-TV Channel 5

EXCLUSIVE Coverage OF THE HUNTINGTON CHARLESTON TV MARKET

ABC—CBS—NBC—DTN

Represented by THE KATZ AGENCY

XUM

Emergency Plan

(Continued from page 30)

signed by President Truman is as follows:

EXECUTIVE ORDER

PROVIDING FOR EMERGENCY CONTROL OVER CERTAIN GOVERNMENT AND NON-GOVERNMENT STATIONS ENGAGED IN COMMUNICATION OR RADIO TRANSMISSION OF ENERGY.

WHEREAS section 606(c) of the Communications Act of 1934, as amended by the act of October 24, 1951, Public Law 200, 82d Congress, provides as follows:

"Upon proclamation by the President that there exists war or a threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President, if he deems it necessary in the interest of national security or defense, may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations or devices capable of emitting electromagnetic radiations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication, or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles, which is suitable for use as a navigational aid beyond five miles, and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station or device and/or its apparatus and equipment, by any department of the Government under such regulations as he may prescribe upon just compensation to the owners. The authority granted to the President, under this subsection, to cause the closing of any station or device and the removal therefrom of its apparatus and equipment, or to authorize the use or control of any station or device and/or its apparatus and equipment, may be exercised in the Canal Zone.";

WHEREAS section 305 of the Communications Act of 1934, as amended (47 U.S.C. 305), provides, in part, that stations belonging to and operated by the United States shall use such frequencies as shall be assigned to each or to each class by the President;

WHEREAS the existence of a national emergency has been proclaimed by the President by Proclamation No. 2914 of December 16, 1950;

WHEREAS it is necessary, in the interest of the national security and defense, that plans be prepared and implemented whereby government and non-government radio stations may be silenced or required to be operated in a manner consistent with the needs of national security and defense in the event of hostile action endangering the nation, or imminent threat thereof; and

WHEREAS it is desirable, so far as possible and practicable, to preserve and maintain normal conditions and relationships under which such radio stations are operated while at the same time furthering the expeditious implementation of the said plans:

NOW, THEREFORE, by virtue of the authority vested in me by the said sections 305 and 606(c) of the Communications Act of 1934, as amended, and by section 1 of the act of August 8, 1950, 64 Stat. 419, and as President of the United States and Commander in Chief of the armed forces of the United States, it is hereby ordered as follows:

Section 1. The authority vested in the President by section 606(c) of the Communications Act of 1934, as amended, is hereby delegated to the Federal Communications Commission to the extent necessary for preparing and putting into effect plans with respect to radio stations as defined in section 5 hereof, except those owned and operated by any department or agency of the United States Government, to minimize the use of the electromagnetic radiations of such stations, in event of attack or of imminent threat thereof, as an aid to the navigation of hostile aircraft, guided missiles, and other devices capable of direct attack upon the United States. The authority so delegated to the Commission shall be exercised subject to the following limitations:

(a) Nothing in this order shall be construed as authorizing the Commission to exercise any authority with respect to the content of station programs.

(b) Nothing in this order shall be constructed to authorize the Commission to take over and use any radio station or to remove the apparatus and equipment of any radio station.

(c) The plans of the Commission for exercising its authority under this order shall not become effective until they have been concurred in by the Secretary of Defense and the Chairman of the National Security Resources Board.

Section 2. With respect to radio stations belonging to and operated by any department or agency of the United States Government, the head of each government department or agency the stations of which are involved shall, pursuant to the authority vested in the President by section 305 of the Communications Act of 1934, as amended, prepare and put into effect such plans as may be necessary to minimize the use of electromagnetic radiation of these stations in event of attack or imminent threat thereof as an aid to hostile aircraft, guided missiles, and other devices capable of direct attack upon the United States. Such plans shall not become effective until they have been concurred in by the Secretary of Defense and the Chairman of the National Security Resources Board.

Section 3. Whenever, pursuant to the provisions of this order, any radio station shall have been required to cease operations or whenever the normal operations of any radio station have been interfered with, such station shall be allowed to resume operations or return to normal operations, as the case may be, at the earliest possible time consistent with the national security. In exercising the authority delegated by this order, due consideration shall be given to civil defense and other national-security requirements.

Section 4. The Federal Communications Commission, the Secretary of Defense, and the head of each government department or agency the stations of which are involved, are hereby authorized to issue appropriate rules, regulations, orders, and instructions, and to take such other action as may be necessary, to assure the timely and effective operation of the plans and for carrying out their respective functions hereunder, and are authorized to require full compliance with their respective plans.

Section 5. Wherever the words "station" or "radio station" are used in this order, they shall be deemed to include any station for radio communication, and also any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles, suitable for use as a navigational aid beyond five miles.

Section 6. (a) Any reference herein to the Federal Communications Commission shall, except for the purpose of issuing rules and regulations, be deemed to include the Chairman or any other member of the Commission as the Commission may designate; any reference to the Secretary of Defense shall be deemed to include the Secretary or such person as he may designate; and any reference to the Chairman of the National Security Resources Board shall be deemed to include the Chairman or such person as he may designate.

(b) Such rules and regulations as the Federal Communications Commission may issue pursuant to this order shall be issued by the Commission, except that the Commission may provide that, in the event of hostile action against the United States or imminent threat thereof, such rules and regulations may be issued by the Chairman.

Section 7. Every government department and agency shall give such aid and assistance to the Secretary of Defense, and shall render such cooperation with one another, as may be necessary to accomplish the purpose of this order.

Section 8. The Federal Communications Commission is hereby authorized to appoint such advisory committees as it may consider necessary or desirable to advise and assist the Commission in the performance of its duties hereunder.

HARRY S. TRUMAN

THE WHITE HOUSE,
December 10, 1951.

WFIL-TV will televise the annual Christmas ballet presented by the John Wanamaker store. This is the third consecutive year for the program. This year's offering is "A Mother Goose Christmas Festival."

EDUCATION SHOWS
Audience Building Studied

PROPER promotion of educational programs can increase both the number of listeners and the amount of listening.

This conclusion was drawn after more than two years of research by C. H. Sandage, chairman, division of advertising, School of Journalism and Communication, U. of Illinois at Urbana.

Mr. Sandage released his findings in a booklet entitled, *Building Audiences for Educational Radio Programs.*

"Evidence supports the idea that programs developed for specialized audiences can be built to a profitable size, if adequate attention is given to promoting those programs," Mr. Sandage said.

It seemed to Mr. Sandage that in the future, radio will find it increasingly important to cultivate specialized audiences rather than to seek the mass audience as in the past.

"The most effective promotion in this study," Mr. Sandage said, "seemed to be that which was detailed and specific in character and attractively presented.

"Distribution of promotional material by direct mail was more effective than distribution through other channels although perhaps not more effective on a 'cost per listener' basis," he added.

Mr. Sandage particularly hopes his study will catch the eye of educational broadcasters who believe their responsibility stops at the microphone; that once the program is on the air, it is entirely up to the listener to find the educational program.

Ad Club Awards

1952 awards banquet of the Salt Lake Advertising Club will be held April 2. Deadline for entries is Feb. 15. Dates were announced by Chairman S. John Schile, commercial manager of KUTA Salt Lake City. Mr. Schile added that judges for the "Performance Awards for Salt Lake-Prepared Advertising" will again be from the Cleveland Advertising Club. Committee members in addition to Mr. Schile are: Thomas Kearns, Salt Lake *Tribune-Telegram*, ad club president; Kay Richins, KALL Salt Lake City; Keith Montague, R. T. Harris Agency; Cory D. Clark, Axelson Agency; LeRoy Condie, Sears Roebuck; John Anderson, Quality Press; Wayne Kearl, KSL Salt Lake City, and Joanne Farr, KUTA, secretary.

ALTANTA, Advertising Club became an Advertising Federation of America affiliate when C. James Proud, assistant to the AFA president, presented the charter of membership last Wednesday. Accepting on behalf of the new unit's 105 members was Arthur E. Burdge of the Coca Cola Co., president of the Atlanta group.

PICK UP "Q" for
Sales In Your Pockets
1 THRIFTY COVERAGE
2 5 FOR 3 PRICE RATIO
3 COMPLETE MERCHANDISING SERVICE
4 IN THE SOUTH'S GREATEST MARKET
Get Sales On "Q" ... Others Do!---
MR. Q
MUTUAL IN MEMPHIS...
WHB "Q" Gayoso Hotel Memphis, Tenn.
REPRESENTED by WEED

CRUTCHFIELD

Declines VOA Post

CHARLES H. CRUTCHFIELD, vice president and general manager of WBT and WBTV (TV) Charlotte, N. C., has declined an offer to join the Voice of America's New York staff but has offered his services in an advisory, non-remunerative capacity.

This was disclosed after release of an exchange of correspondence by Fay D. Kohler, chief of VOA's International Broadcasting Div., and Edward W. Barrett, Assistant Secretary of State for Public Affairs, with Mr. Crutchfield commenting on the broadcaster's report on his mission to Greece.

Mr. Crutchfield toured Greece as a grantee to study communist propaganda and to evaluate the information service of the U. S. Government and Greek radio. His report on the mission abroad was made to the State Dept.

Invitation to Mr. Crutchfield to lend his services to the VOA New York office came from Mr. Kohler who added: "I would like to take this opportunity to thank you . . . for the obviously outstanding contribution you have made in the general improvement of radio as a medium in Greece and for your successful efforts to really pinpoint the problems and to solve many of them. We intend to follow through on your suggestions and objectives. Your approach is direct and refreshing. The Information Program was indeed most fortunate to have had you in Greece as a Smith-Mundt Leader Grantee."

Secretary Barrett also applauded Mr. Crutchfield's efforts, saying in part, "special thanks . . . for the good job you did as a grantee in Greece."

CRIDER SIGNED

Will Be WEEI News Analyst

PULITZER-PRIZE editorialist John H. Crider has been signed by a Greater Boston firm to a 13-week news analysis and commentary on WEEI Boston, it was announced last week.

Mr. Crider was in the news Nov. 19 when he resigned as an editor of the *Boston Herald* (WHDH). He claimed at that time the newspaper would not permit his review of Sen. Robert A. Taft's (R-Ohio) book, *Foreign Policy For Americans*.

Mr. Crider, who is being sponsored by R. S. Robie Inc. for Hertz Driv-Ur-Self (auto rental), will analyze New England news and the effect of national and world news on the region.

WORLD premiere of the new Gian-Carlo Menotti opera, "Amahl and the Night Visitors," will occur on NBC Television during the coming Christmas holidays. Opera, running 50 minutes, was commissioned by NBC two years ago specially for video presentation.

TAKING a leaf from its own book, Cohen & Miller Adv., Washington, has bought a weekly radio show to advertise its agency. The program, *Report to the People*, is heard 7-7:15 p.m. Saturday over WWDC Washington and features D.C. Comr. F. Joseph Donohue interviewed by two Washington newspapermen. Shown are (seated, l to r), I. T. Cohen, Comr. Donohue and Alvin I. Miller. Standing is Ben Strouse, WWDC vice president-general manager.

RADIO-TV COVERAGE OF CHICAGO COUNCIL

Broadcasters Win Consent for First Time

FOR the first time in Chicago, the city council has permitted radio and television coverage of a regular council meeting. After a long battle by local stations, headed by News Chief Bill Ray of NBC [WMAQ and WNBQ (TV)], the finance committee of the council authorized broadcast of a budget hearing today (Monday). [B•T, Dec. 10].

Mr. Ray, who is also chairman of the Freedom of Information Committee of the National Assn. of Radio News Directors, petitioned the council in November, requesting permission to broadcast hearings today on the 1952 budget. This move followed unsuccessful talks with Mayor Martin Kennelly and the council rules committee over a two-year period.

At the Nov. 30 council session, Alderman Herbert Geisler moved suspension of the rules so an immediate vote could be tabulated granting permission for the broadcast. His motion was voted down 28 to 13, after which NBC Chicago publicized the turn-down on the air. Radio and TV shows carried full news stories, including a list of all aldermen voting for and against the motion.

Geisler, Wagner Taped

Recorded interviews were made with Alderman Geisler and Alderman Clarence Wagner, the opposition leader. Although Alderman Wagner opposed of the public hearings initially, charging they would "confuse the public," he agreed finally that actual council meetings should be broadcast.

Another proposal for adoption of Mr. Ray's suggestion was made at the Dec. 12 meeting by Alderman Alan Freeman. The pro-radio councilmen demanded a roll call vote, resulting in a vote of 28 to 17, in which the broadcast media picked up four votes.

Alderman Wagner, chairman of the rules and finance committees, at the final meeting Dec. 12 said he favored broadcasts of today's session. He asked and received permission of the full council for his rules group to decide on the issue without consulting the council again.

NEWS JUNKETS

Asks Radio-TV Inclusion

RADIO-TV newsmen should be included in State and Defense Dept. special inspections of foreign installations according to Ben Chatfield, WMAZ Macon, Ga., past president of the National Assn. of Radio News Directors.

"Radio news is an integral part of the American system of public information . . . the government owes as much to the radio audience as they do to any newspaper reader," Mr. Chatfield said.

His and NARND's views were contained in letters to State Secretary Dean Acheson; Defense Secretary Robert Lovett; Gen. Omar Bradley, chairman, Joint Chiefs of Staff; and to the individual heads of the services, Gen. Hoyt Vandenberg, Gen. Lawton Collins and Adm. William Fechtler.

Mr. Chatfield pointed out that on several occasions in the past year newspaper people were taken on inspection trips abroad but that radio and TV newsmen were overlooked.

He said NARND's board of directors has offered the government full cooperation in helping select men and women to attend future inspection tours. Mr. Chatfield also pointed to offers from radio-TV newsmen in the past to assist government agencies in public relations work overseas during their vacation periods.

RADIO ONLY

Sorry, No TV!

That's right! Television is still a "thing-to-come" in these markets . . . SO — here, you've got Radio Listeners—who listen to—

KFSA Fort Smith ARKANSAS

Great Locally!

KBRS Springdale ARKANSAS

PLUS ABC

KHBG Okmulgee OKLAHOMA

Represented Nationally by JOHN E. PEARSON CO.

Owned & Operated by

SOUTHWESTERN PUBLISHING CO.

Don W. Reynolds, President

Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

Why WFBR is BIG in Baltimore

NO. 1 OF A SERIES

CLUB 1300

CLUB 1300 is *the big* participating program in the Baltimore area! Biggest average ratings for the full seventy-five minutes, biggest mail pull, biggest studio audiences, biggest in every way.

CLUB 1300 success stories are legion. Ticket requests are fabulous. Audience loyalty is tremendous! Get aboard CLUB 1300 for your share!

Ask your John Blair man or contact any account executive of . . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE, MD

allied arts

GILBERT S. McKEAN, vice president London Records and branch manager for Decca, named merchandise manager of masterworks division Columbia Records Inc., N. Y.

DEBORAH ISHLON, Columbia Records Press Dept., named department director.

DICK STONE, assistant national sales manager Hiram Walker Inc., appointed sales representative with Audio-Video Recording Co., N. Y.

ROBERT J. BRIZZOLARA, newsstand promotion manager for *Esquire* and *Coronet* magazines, Chicago, to Chicago staff United Television Programs Inc., as advertising director.

BOB LONGINI and ED AHBE to motion picture-television division Kling Studios, Chicago, as director and member of camera department, respectively. . . .

Lt. Comdr. W. H. KIMMELL, USNR, radio and TV officer in public information office U. S. Naval Air Reserve, discharged from service. Mr. Kimmell plans to move to Hollywood. He will announce further plans later.

LEONORE SILVIAN, magazine editor in publicity department ABC, named radio and TV editor *Look Magazine*.

BECKY B. BARNES, BBDO, Hollywood, appointed sales representative United Artists Television Corp., N. Y. She will handle West Coast and southwest areas.

OLIVER A. UNGER, national sales director Snader Sales Corp., L. A., resigns as treasurer Fine Arts Theatre Co. Inc., to devote time exclusively to Snader.

Equipment . . .

ROBERT L. WERNER, general attorney RCA, and ERNEST B. GORIN,

Mr. Werner

Mr. Gorin

Treasurer RCA, elected vice presidents.

HAROLD WEINBURG and SIDNEY KRINETZ, electronic technicians, named to sales staff Hudson Radio & Television Corp., N. Y.

D. C. (Dick) STUBER, manager of western division, Air Assoc., appointed head of two-way radio division Avia Products Co., L. A. He succeeds the late W. W. (Bill) HAMILTON.

WARREN E. ALBRIGHT, manager of general material division of Home Instrument Dept., RCA Victor, Camden, appointed general plant manager of department. JOHN B. DAVIDSON, assistant purchasing agent, Home Instrument Dept., appointed manager of department's newly formed purchasing division.

WILLIAM M. LANA named director of newly formed application engineering office, Sprague Electric Co., in Dayton, Ohio.

NATIONAL VIDEO Corp., Chicago, announces development of new black-and-white TV tube designed to save four to four-and-a-half tons of copper a year. New tube permits focusing without use of focus coil.

GUS W. WALLIN, Motorola Inc., Chicago, to Webster-Chicago Corp., Chicago, in newly created position of vice president in charge of engineering.

MICHAEL KORY elected president of Emerson-New Jersey Inc., distributors for Emerson TV and radio receivers. Mr. Kory succeeds SAMUEL GROSS, retired.

HERMAN S. SACKS, Hudson-Ross, Chicago, retail stores specializing in TV, radio and phonograph records, to Bendix Television and Broadcast Receiver Division of Bendix Aviation Corp., Baltimore, as assistant general sales manager.

TECHNICAL APPLIANCE CORP., Sherburne, N. Y., announces Tacoplex Cat. No. 1582 master TV antenna system coupler for use in conduit installations in new construction work. Coupler is designed to fill the need for a tap-off device along the main transmission lines housed in conduits.

CLIFFORD E. GRUBE, Chicago product designer, to Webster-Chicago Corp., Chicago, in new post of product stylist. Mr. Grube was previously with Manbee Equipment Co., and Belmont Radio Corp., Chicago. He will work with A. S. JOHNSON, product manager of Webster-Chicago, with responsibility for design and development of new products.

LOUIS I. POKRASS, chairman of board for Tele King Corp., N. Y., named chairman of radio and TV manufacturers and distributors division in current drive of National Foundation for Infantile Paralysis in Greater New York. MARTIN SHER, Emerson Radio & Phonograph Corp., N. Y., named to assist him.

MILTON R. BENJAMIN, vice president and national sales manager Majestic Radio & Television, N. Y., appointed general sales manager Jewel Radio Corp., Long Island City, N. Y.

Technical . . .

EDWARD E. BENHAM, assistant chief engineer KTTV (TV) Hollywood, named chief engineer.

VANCE JOHNSON Jr., WFBC Greenville, S. C., and DICK TAYLOR, WUSN Charleston, S. C., named to control staff WIS Columbia, S. C.

HARVEY SMITH, staff engineer KWK St. Louis, appointed studio supervisor, replacing KEN HILDENBRAND, resigned.

CHARLES MEARES, chief engineer WCBT Roanoke Rapids, N. C., resigns to take government position in Washington.

WARREN E. EBERT, WGBS Miami, named transmitter engineer WTVJ (TV) Miami.

XEO, XEOR SALES

Mexican Billings Increase

A GAIN of more than 700% in national billings during the last two years was reported last week by two Mexican border stations, XEO Matamoros and XEOR Reynosa, located across the border from Brownsville and McAllen, Tex., respectively.

The announcement was made in connection with the stations' observance of their fifth year of operation, which National Time Sales, New York, their representative in the East, reported was their most successful yet.

"Though our audience has grown in size and loyalty, it wasn't until 1950 that national advertisers became aware of the profit potentiality of Spanish-speaking Mexican-Americans as a market," Bob Pinkerton, general manager of the stations, was quoted as saying in presenting a plaque to Juan Salazar, Mexican manager and one of the founders of the outlets, on the occasion of the fifth anniversary.

Harlan G. Oakes & Assoc., Los Angeles, represents XEO and XEOR in the West.

VOTING REFORM

WAVZ Airs Editorials

WAVZ New Haven has begun an editorial campaign to clear up the election laws in the state of Connecticut. Problem of clarification, according to the station, followed the mayoralty election in New Haven with disputes arising out of the contest now in the courts.

Daniel W. Kops, vice president and general manager of WAVZ, which calls itself "Newspaper of the Air," furthered the campaign Dec. 2 by bringing a prominent Republican and an equally well-versed Democrat to the microphone at his regular forum broadcast, *Face the Issue*, which he moderates. The GOP spokesman, State's Attorney-General George C. Conway, and the Democrat, former city Judge Charles Henschel, discussed the need for codifying the state election laws, tightening the absentee ballot system and simplifying recount methods.

In addition, Mr. Kops has been airing daily editorials urging state officers to reform the election laws.

DOLLAR volume of direct mail advertising during first ten months of 1951 was $878,754,746, up 14½% over 1950; for October 1951 was $102,048,878, up 19% over October of last year, according to figures released last week by Frank Frazier, executive director, Direct Mail Advertising Assn.

REACHES 93,217 RADIO FAMILIES

WEOK

POUGHKEEPSIE

REPRESENTED BY DEVNEY

TELECASTING

in our

7th

year

KTLA

SELLS THE WHOLE FAMILY—ALL THE TIME!

LOS ANGELES

CHANNEL 5

not just MEN--

6 of the 'Top 10 Men's Shows' are on KTLA ★

NOT just WOMEN--

5 of the 'Top 10 Women's Shows' are on KTLA ★

NOT Just TEENAGERS--

5 of the 'Top 10 Teenagers' Shows' are on KTLA ★

not just CHILDREN--

4 of the 'Top 10 Children's Shows' are on KTLA ★

NOT Just DAYTIME--

11 of the "Top 20 Daytime Shows" are on KTLA ★

NOT Just Evenings--

6 of the "Top 10 Evening Shows" are on KTLA ★

★ Tele-Que, November 1951

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Offices · 1501 Broadway, New York 18 · BRyant 9-8700
PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

KTLA — THE BEST ADVERTISING BUY IN LOS ANGELES

You get a BIG BONUS IN SETS ON WFBM-TV INDIANAPOLIS

Says **W. R. Taylor,** ***Partner***
STAUB & TAYLOR APPLIANCE COMPANY
107 North 7th Street, Marshall, Illinois

"MARSHALL, ILLINOIS is a WFBM-TV town!"

● It's 90 miles from Indianapolis to Marshall, Illinois — but the Hoosier capital's first station—WFBM-TV—is *the* station in Marshall just the same!

And Marshall's only one community outside the WFBM-TV 60-mile area where enthusiastic televiewers depend on this great station. In addition, thousands of farm families, like their town and city cousins, tune in WFBM-TV regularly!

It couldn't happen in a finer market! And it couldn't happen to more deserving people than the advertisers on WFBM-TV! For the cost of reaching the compact, money-loaded heart of the Hoosier State they get a rich bonus in high-income families living 75, 100, and even more miles away from WFBM-TV's transmitter. 1952 will be a bigger, better, more sales producing year for your clients if they're on WFBM-TV, too!

WFBM Radio Is First in Listening, Too!

★ FIRST *in the morning*!
★ FIRST *in the afternoon*!
★ and a GREAT BIG FIRST *at Night*!
50% more listeners at night than any other Indianapolis station.

★ Hooper Ratings, February through April, 1951

First in Indiana

WFBM-TV

Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY

TV PARADOX

Time Sales Up Despite Sponsor Retrenchments

By FLORENCE SMALL

OUT OF the welter of television activity last week, both spot and network, two paradoxical facts emerged: (1) The demand for premium time is growing, and (2) the cost of filling that time is causing many an original sponsor to cut back on his commitment to those time periods.

Advertisers who are curtailing network shows because of poor rating and in some instances because of high cost of talent, are finding that the time they relinquished is being picked up almost instantly by other advertisers.

P. Lorillard & Co. (Old Gold cigarettes), for example, is cutting back 15 minutes of its hour show on NBC-TV, Tuesday, 10-11 p.m., but Pontiac cars, which hitherto had been buying one-time network shots, will pick up the last fifteen minutes. McManus, John & Adams, New York, agency for Pontiac, is currently looking over shows for placement in that period. Cutback on Old Gold's part is understood to be a move toward saving on production costs.

Chesterfield cigarettes, through Cunningham & Walsh, dropped its Sunday 7-7:30 p.m. time on NBC-TV because of low ratings despite the high budget for comics featured on the show, and the time was instantly purchased by U. S. Rubber through Fletcher D. Richards Co.

Although the format of the new program has not been decided, it is understood that the network is pitching Bob Hope and Abbott & Costello on alternate weeks as talent prospects for the show. Meanwhile, Chesterfield has recovered the half-hour of *Ford Festival* dropped because of low ratings, Thursday 9-10 p.m. on NBC-TV, and will present *Dragnet* in that time.

Ronson Moves

Another advertiser, affected by low ratings and in this case, station clearance, is Ronson Art Metal Works (Ronson lighters) through Grey Adv., New York, which has decided to move its *Star of the Family* on CBS Television, featuring Peter Lind Hayes and Mary Healy, from Sunday, 6:30-7 p.m. to the alternate Thursday, 8-8:30 p.m. premium time, with an increase in the number of stations, sharing the show with Carnation Milk's *Burns and Allen Show*.

The S. C. Johnson Co., which had been filling that alternate Thursday with the *Garry Moore Show*, will drop that program to sponsor, every other week, the hour-long *Robert Montgomery Show* on NBC-TV, Monday, 9:30-10:30 p.m., marking increased expenditure in TV for the wax company.

In another move to cut talent costs, Speidel watch bands has dropped weekly sponsorship of *What's My Name?* to share the program on alternate week basis with Crosley radio and TV sets, Monday, 8-8:30 p.m., on NBC-TV. Speidel is handled through Sullivan, Stauffer, Colwell & Bayles, New York, and Crosley through Benton & Bowles, New York.

On a spot basis, many another advertiser is following the cost-cutting trend by sponsoring film package shows in a tailor-made set of markets. Among these, Packard cars, through Maxon Inc., New York, stands out with its buy of *Rebound*, a mystery thriller scheduled to start Feb. 1 in selected markets.

Another is Piel's beer, which is planning to place *Police Story*, a half-hour film, in New York and Philadelphia. Others understood to be interested in similar campaigns are Rheingold beer through Foote, Cone & Belding and Miller Brewing Co. through Mathisson & Assoc., Milwaukee.

Best Foods Inc., New York, has bought a five-minute film featuring comic Cliff Norton and is placing it on a spot basis throughout the country, through Benton & Bowles, New York [B•T, Dec. 3].

Introduces Drama Series

Standard Oil Co. of California, in behalf of independent Chevron Dealers, will introduce a dramatic program series filmed in Hollywood especially for television, called *Chevron Theatre*, starting throughout the West the first week in January. The show will be seen on the following stations: KTLA (TV) Los Angeles, KGO-TV San Francisco, KFMB-TV San Diego, KSL-TV Salt Lake City and KPHO-TV Phoenix.

Commercial messages on the shows also have been filmed and will feature its gasoline and motor oil products in addition to spotlighting the special facilities of Chevron Dealers. BBDO, San Francisco, is agency.

Two special Christmas advertisers are using the same spot basis for their television coverage. AT&T Co., New York (Long Line Dept.), is sponsoring telecasts of *The Spirit of Christmas* on some 80 TV stations in 66 cities shortly before Dec. 25. Half-hour film program, placed through N. W. Ayer & Son, retells familiar stories of "The Nativity" and "The Night Before Christmas."

It is presented as a part of the telephone company's annual effort to encourage the public to spread their Christmas long distance calls over several days instead of bunching them all on Christmas itself. Telecasts are being promoted locally by the various telephone companies affiliated with the Bell System.

Hamilton Watch Co., in its traditional presentation of Screen Gems "To Peggy" and "To Jim" commercials, will for the third successive year be placed in 50 markets throughout the U. S.

UHF COSTS

Seen Higher Than VHF—NARTB

COST of a complete UHF television station will range from $230,000 to $500,000, somewhat higher than the cost of VHF stations, according to an analysis of construction costs to be published by NARTB.

The analysis will be completed in the near future by the NARTB Television Dept. It is being prepared by Neal McNaughten, director of the NARTB Engineering Dept. Mr. McNaughten will compile final figures in the next fortnight.

NARTB's complete study, showing cost factors in great detail, will be based on latest figures obtained from existing VHF stations, transmitter and other equipment manufacturers, and those supplying material to TV stations.

Basic information is difficult to obtain on the cost of UHF television stations, according to NARTB, because manufacturers still are in the developmental stage. New techniques are being worked out constantly, it is explained, leading to operational economies. Transmitter quotations for UHF stations cover power of 100 w, 400 w, 1 kw, 10 kw and 12 kw.

With end of the freeze in sight, NARTB has prepared its figures to meet numerous inquiries.

Several years ago NARTB made a series of detailed cost studies at the time TV stations were just starting to take the air. These figures are obsolete, it was stated.

Antenna Gains Vary

The UHF powers are influenced by antenna gains ranging from 5 to 28 times, whereas VHF transmitters, from 500 w to 50 kw, have antenna gains ranging from 3 to 14.

Cost of VHF stations was estimated, subject to revision, as follows (self-supporting antennas):

Population	Station Cost*
Under 50,000	$219,000
50,000-250,000	274,000
250,000-1,000,000	332,250
Over 1,000,000	433,250

*Maximum power 100 kw, Ch. 2-6, $593,000; 200 kw, Ch. 7-13, $587,500. Subtract $38,500 for guyed tower.

Cost of UHF stations, subject to revision, as follows (self-supporting antennas):

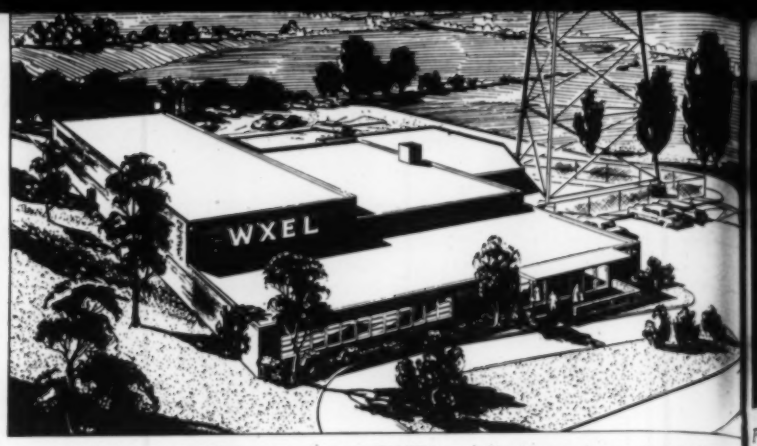
Population	Station Cost*
Under 50,000	$248,000
50,000-250,000	319,750
250,000-1,000,000	378,250
Over 1,000,000	509,750

*Deduct from $13,000 to $38,000 if guyed antenna is used, depending on size of station and power. Above UHF figures provide 1 kw power (ERP) under 50,000; 2 kw 50,000-250,000; 10 kw, 250,000-1,000,000; 50 kw, over 1,000,0000. Many expenses vary widely.

Typical of individual expense categories in the UHF field is that of the small station serving population under 50,000. The total (using guyed antenna) figures about this way: Transmitter and control, $40,500; antenna and diplexer, $18,000; miscellaneous items, $30,000; control items, $20,500; program source-film-slide-opaques and network, $25,500; transmitter installation, $2,000, or a sub-total of $136,500. Add $2,500 for procurement of site; $15,000 for site, building and/or alterations, $15,000; margin of safety, $6,500, totaling $160,500; dual camera studio, $60,000, a total of $220,500; guyed antenna adds $15,000, a total of $235,000; self-supporting antenna, $27,500, brings total to $248,000.

Telefile:

WXEL Ends Second Year of Cleveland Service



Artist's conception of present WXEL studio-transmitter building at 4501 Pleasant Valley and State Roads, Parma, Ohio, 10 miles southwest of downtown Cleveland.

* * *

AS WXEL (TV) Cleveland completes the end of its second year of telecasting today (Monday), the station can reflect with satisfaction upon its progress and continuing growth and expansion.

Construction now approaching completion includes the station's studio-office quarters in downtown Cleveland's Playhouse Square and a 15,000 sq. ft. addition to its present studio-transmitter building at Pleasant Valley and State Roads in Parma, Ohio, 10 miles southwest of downtown Cleveland. This combination of facilities will provide WXEL with one of the most complete, modern TV operating production units in this part of the country.

The completion of these new television centers represents result of careful planning by Herbert Mayer, president of Empire Coil Co., sole owner of WXEL, in his efforts to provide facilities second to none so that Vice-President-Station Manager Franklin Snyder and his staff can serve the Northeastern Ohio television audience with fine programming and set the pace in this rapidly growing exciting new industry.

But first a brief resume of the history of WXEL and its founder, Mr. Mayer.

Mr. Mayer and his family, television enthusiasts for many years, were among the first in New York to have a television receiver in their home. Their interest went even further and in 1944 Mr. Mayer gave up the practice of law to establish Empire Coil Co., manufacturer of television set components.

Mr. Mayer

During the early postwar period Mr. Mayer began thinking in terms of television broadcasting and filed an application for a station construction permit in Cleveland. In November 1947, Empire Coil was authorized to build.

Based on topographical surveys, property was purchased on the highest terrain available in Cuyahoga County. The services of Ben Adler, radio and television consulting engineer, were enlisted and equipment and construction plans were carefully prepared. Today at Pleasant Valley and State Roads in Parma, Ohio, stands the specially planned studio and transmitter building.

Immediately adjacent to the transmitter building stands the 437 ft. tower antenna structure. The six bay superturnstile antenna has the highest power gain of any television antenna in the Northeastern Ohio area. Radiated power at present is 25.6 kw visual, 13 kw aural on Channel 9 (186-192 mc). WXEL covers an area some 50 miles in all directions from Cleveland, reaching, according to latest figures, 529,548 TV receivers.

On Dec. 17, 1949, WXEL was dedicated to the people of Cleveland and Northeastern Ohio, at which time commercial operation began. Since that time, WXEL has expanded in all directions—the station, on its birthdate, numbered 28 employees on its staff—it now employs 90 . . . hours of programming have increased from 49 hours per week to 100 hours per week with a further increase in programming planned with the occupancy of WXEL's downtown studio and the addition to the station's present studio-transmitter building in Parma.

Snyder Heads Staff

Day-to-day supervision of this constantly expanding operation is the charge of Station Manager Snyder, who joined Empire Coil in early 1949 and assumed management of WXEL prior to its commencement of commercial telecasting. The major portion of Mr. Snyder's business career was in the steel industry with Jones & Laughlin and Magnetic Metals Co. He was president of his own manufacturing business in Pittsburgh prior to World War II.

Heading WXEL's business activities is Richard Wright, commercial manager. He previously was media director at Ward Wheelock Co., Philadelphia.

Station's program director is Harry Black, who began his career as apprentice script writer for NBC New York while also acting and producing for WEVD there. He was assistant director of literature for the National Assn. of Manufacturers and associate editor of *Television* magazine prior to joining WXEL in December 1949 as producer-director. He became program director last February.

Thomas Friedman is chief engineer of the station. He was on-the-job supervisor of its construction from the time ground was broken. A radio engineering consultant before joining WXEL, Mr. Friedman also designed and supervised construction of WCUO (FM) Cleveland.

Bob Rowley, WXEL's news director, formerly was newscaster at WJR Detroit and news director of WSYR Syracuse.

Special events director is Sidney Andorn, veteran newspaperman and columnist, who formerly was special events director of WGAR Cleveland and consultant director of WERE there.

WXEL's film director is Nicholas Boris, for 15 years in the art, photography and film field, who formerly was executive producer for Trans Video Corp., TV film commercial producer.

The addition to the station's studio-transmitter building is practically ready for occupancy and the facilities are vast and efficient. The entire building will have 22,000 sq. ft. of space and will include office facilities for station personnel, a 55 x 55 ft. studio two stories in height with large overhead doors which will permit automobiles, trucks and props to be wheeled into the studio. There will be audition and conference rooms, a visitor's lounge with a large window allowing a view of the show being staged in the main studio, a music library, film library, dark

* * *

Popular Alice Weston home economist program is aired Monday through Friday, 1-1:30 p.m. Show also is fed to WSPD-TV Toledo.

Remote truck has its own 10 kw generator, RCA microwave transmitter, three camera chains plus Zoomar lens. It's air-conditioned.

Projection room features two complete film chains with 16mm Syncrolite projectors, 2 x 2 slide projectors and Balopticon.

* * *

room, a large news room, engineering shop and dressing rooms for talent. The smaller studios in the present building also will be in operation.

WXEL has further expanded its facilities by acquiring the Esquire Theatre, located at 1630 Euclid Ave. on Playhouse Square, on a long-term lease basis. These quarters will be converted into a television studio where a stage approximately 44 x 50 ft. will be erected to provide facilities for the most elaborate type of television programs.

The auditorium also will include seats for studio audiences up to 775 people, a studio control room and the latest in film projection equipment. The rest of the building will be remodeled to provide spacious reception rooms, dressing rooms, clients' observation rooms and sales and executive offices. Conversion of the theatre into a television studio is underway and it is estimated that it should be possible to have the premises ready to begin programming in February 1952.

Many Local Shows

Already assigning approximately 59% of its air time to local programming (5% of which is devoted to remotes and special events), remaining 41% is network programming from ABC, CBS and DuMont Television Networks. With the expectation of early completion of its additional studio facilities, WXEL plans to increase its daily local programming schedule extensively. Sign-on now at 11 a.m. will be backed up to 9 a.m. and sign-off will be extended for the benefit of late night viewers.

The nature of WXEL's two new studios will permit it to undertake many types of local programs heretofore impossible because of space requirements. Musical and variety shows, dramatic half hours, panel programs, audience participation programs—all built around Cleveland personalities for Cleveland audiences—can be produced easily and effectively within these elaborate production units. In conjunction with this type of programming, groundwork is underway to utilize the studio's audience capacity as a television classroom; instructors from local universities and colleges will teach their regularly enrolled classes in the studio along with their "correspondence" students at home.

WXEL plans, too, to offer civic and other representative community groups broader opportunities to present their programs and ideas on topical issues, using its studio facilities to foster the "town hall" type of public discussion.

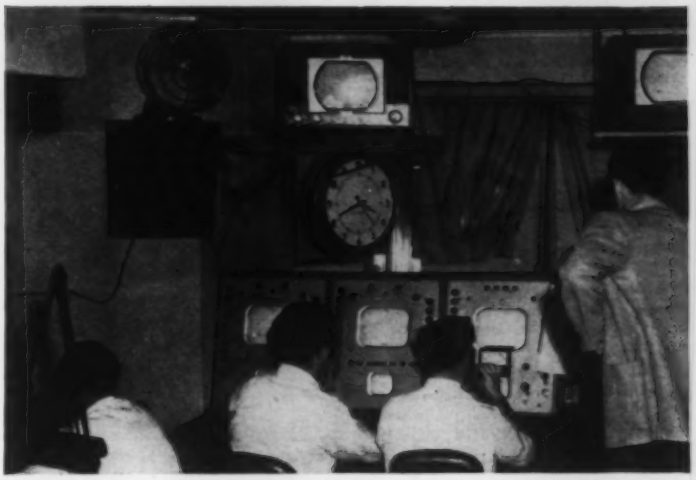
WXEL's investment in building and equipment will be over a million dollars when its present expansion program is completed early in 1952. The station equipment has been supplied by a number of manufacturers and carefully integrated into the operation set up.

The 5 kw transmitter, antenna, film camera chains and syncrolite projectors and original audio equipment is General Electric. Eleven image orthicon studio and field camera chains are now on hand, as compared to the two chains with which operation commenced two years ago. Eight of these chains are RCA and three are General Precision Laboratory cameras, manufactured by Pye Ltd. of Great Britain.

The new master control facilities are being designed and constructed by Adler Communications Labs., New Rochelle, N. Y. Latest ideas in master control and studio control design are being incorporated, with all studio camera controls located in master control rooms. Remote operated vacuum-tube video switchers, manufactured by Adler Communications, switch all studio and film cameras, network and remotes, at master control.

WXEL's downtown studio is equipped with three image orthicon cameras and an RCA flying spot scanner for slides. Film is projected into one of the image orthicon cameras from a General Precision Lab. portable 3-2 pulldown 16mm projector.

Complete Kliegl lighting is installed in the Parma studios and the theatre studio. Rotolector panel boards and autostat dimmer controls afford extreme versatility in lighting control.



Here's WXEL control room with (l to r) audio man, film control man, switcher and camera control man.

* * *

Baseball and football pickups have been carried from the Cleveland Stadium for the past two seasons. The control room is located immediately behind the press box on the upper deck, close to the baseball camera positions. Two cameras directly behind home plate are mounted on a special balcony installed by WXEL for the purpose.

A third camera is located on a balcony along the third base side of the upper deck. Football pickups of the Cleveland Browns games, made for the DuMont Network, use four cameras, one low and two high on the 50 yard line and a fourth camera behind one goal post on the baseball balcony.

Dopp Directs Games

Clayton Dopp is producer-director for WXEL on the Cleveland Indians' baseball and Cleveland Browns' football games. He was assistant sports director of WJBK Detroit in 1946 and covered all sports events for WJBK-TV prior to joining WXEL.

In January 1951, WXEL accepted delivery of a specially designed mobile television truck which during this year enabled WXEL to bring into the Northeastern Ohio television homes many newsworthy special events. Among these have been the International Tennis Matches, the Armed Forces Day Parade, dedication of Cleveland's Hopkins Airport, Gen. Douglas MacArthur's arrival in Cleveland, backstage interviews and a portion of the 1951 Ice-Capades. All Cleveland Indians at-home baseball games throughout the season were televised by WXEL for the second consecutive year. A number of these games were fed to Columbus, Erie, Buffalo and Johnstown, Pa.

The Cleveland Browns' home football games were televised to a network of 17 cities. All out-of-town games were fed to WXEL and the Cleveland television audience by the DuMont Network.

The *Alice Weston Cooking Show* is fed to WSPD-TV Toledo and *Sohio Reporter* with News Commentator Dr. Warren Guthrie, head of the Speech Dept. at Western Reserve U., is fed Monday through Friday to a full regional Ohio network.

Another top local program developed by WXEL is *Today's Top Story*, which features Shepherd Witman, professor of political science at Western Reserve and executive director of world affairs in Cleveland.

WXEL has and will continue to carry many public service programs. , The most outstanding program brought to televiewers during the year was the Senate Crime Investigating hearings during March. Special United Nation Council meetings throughout the year also have been telecast. Network programs designed to serve the public interest at all times are given full consideration and

(Continued on page 74)

WXEL Officials: Messrs. . . .

. . . Snyder . . . Wright . . . Black . . . Friedman . . . Rowley . . . Andorn . . . Boris . . . Dopp . . . Guthrie . . . Witman

OCT. NETWORK GROSS Food Group Tops

HEAVIEST buyer of TV network time in October was Procter & Gamble Co., which from gross purchases of $352,550 worth of TV network time in August, increased to $802,420 in September and topped the million dollar mark by spending $1,058,065 (before discounts) in October, according to Publishers Information Bureau figures on individual TV program time costs as combined by BROADCASTING • TELECASTING.

Top 10 TV network advertisers in October (Table I) include two companies—Gillette Safety Razor Co. and Westinghouse Electric Corp., sponsors of the World's Series and collegiate football, respectively—which were not on the September list. That month's top 10 [B•T, Dec. 10] included American Tobacco Co. and Ford Motor Co., which did not make the October list.

Top advertiser among each class of advertising on the four TV networks in October is listed in Table II. Total expenditures of each class for TV network time are shown in Table III, which affords comparisons of October 1951 with the same month of 1950 and of the first 10 months of this year with the like period of last.

Food advertising accounted for the largest group use of TV network time in October, followed by advertising of toilet goods, smoking materials, soaps and household equipment, in that order. For the first 10 months of 1951, the five leading groups were foods, smoking materials, toiletries, automotive and soaps.

October 1950's top five classes of TV network advertised goods were foods, smoking materials, toiletries, automotive and household equipment. For the January-October 1950 period the five leading classes were smoking materials, foods, automotive, toiletries, radios and TV sets. Absence of DuMont time sale figures from the 1950 tabulations make direct dollar comparisons impossible between that year and 1951, it should be remembered, although for general purposes, the relationships shown in Table III are not very far from what they would be if the 1950 DuMont data had been included.

TABLE I
TOP 10 TV NETWORK ADVERTISERS IN OCTOBER 1951

1.	Procter & Gamble Co.	$1,058,065
2.	General Foods Corp.	652,630
3.	Colgate-Palmolive-Peet Co.	546,263
4.	Gillette Safety Razor Corp.	525,006
5.	R. J. Reynolds Tobacco Co.	505,940
6.	Westinghouse Electric Corp.	400,175
7.	Liggett & Myers Tobacco Co.	375,185
8.	P. Lorillard Co.	346,015
9.	General Electric Co.	337,268
10.	Lever Bros. Co.	335,520

* * *

TABLE II
TOP TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR OCTOBER 1951

Apparel, Footwear & Access.	International Shoe Co.	$91,650
Automotive, Auto. Access. & Equip.	Ford Motor Co.	227,100
Beer & Wine	Joseph Schlitz Brewing Co.	140,300
Building Materials	Kenwill Corp.	4,200
Confectionery & Soft Drinks	Mars Inc.	77,275
Consumer Services	Arthur Murray	30,990
Drugs & Remedies	American Home Products	128,420
Foods & Food Prods.	General Foods Corp.	652,630
Gasoline, Lubricants & Other Fuels	Texas Co.	182,125
Household Equip. & Supplies	Westinghouse Electric Corp.	400,175
Household Furnishings	Mohawk Carpet Mills	166,440
Industrial Materials	Revere Copper & Brass	69,255
Insurance	Mutual Benefit Health & Accident Assn.	33,320
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	44,910
Office Equip., Stationery & Writting Supplies	Minnesota Mining & Mfg. Co	60,300
Publishing & Media	Time Inc.	55,140
Radio, TV Sets, Phonographs, Musical Instruments & Access.	RCA	109,140
Retail Stores & Direct by Mail	Drugstore Television Productions	162,840
Smoking Materials	R. J. Reynolds Tobacco Co.	505,940
Soaps, Cleansers & Polishes	Procter & Gamble Co.	879,345
Toiletries & Toilet Goods	Gillette Safety Razor Co.	525,006
Miscellaneous	Quaker Oats Co.	68,460

* * *

TABLE III
GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR OCTOBER AND JANUARY-OCTOBER 1951 COMPARED TO SAME PERIODS OF 1950*

	1951		1950*	
Product Group	October	January-October	October	January-October
Apparel, Footwear & Acces.	$ 403,248	$ 2,506,015	$ 120,952	$ 638,726
Automotive, Auto. Access. & Equip.	1,136,347	8,736,798	786,424	3,779,042
Beer & Wine	547,473	4,561,934	249,078	1,047,462
Bldg. Materials	4,200	16,090	27,120	70,950
Confectionery & Soft Drinks	375,864	2,562,058	305,376	1,209,496
Consumer Services	30,990	367,552	15,120	213,665
Drugs & Remedies	419,113	1,936,992	75,920	241,415
Foods & Food Products	2,635,342	20,550,804	991,132	4,184,644
Gasoline, Lubricants & Other Fuels	372,227	2,219,459	268,767	1,052,245
Horticulture	.....	.....	.....	1,140
Household Equip. & Supplies	1,212,324	6,468,592	500,468	1,672,618
Household Furnishings	454,100	2,951,349	261,518	1,541,069
Industrial Materials	155,390	2,288,589	220,336	697,093
Insurance	33,320	322,670	41,650	41,650
Jewelry, Optical Goods & Cameras	203,065	1,573,085	100,195	185,886
Office Equip., Stationery & Writing Supplies	112,560	525,690	15,060	28,290
Political	.....	.....	1,840	1,840
Publishing & Media	70,948	715,206	.....	152,401
Radios, TV Sets, Phonographs, Musical Instruments & Access.	343,740	3,940,276	477,709	2,421,327
Retail Stores & Direct by Mail	187,980	1,712,614	22,178	41,874
Smoking Materials	1,891,955	13,936,414	825,808	4,619,864
Soaps, Cleansers & Polishes	1,403,479	8,343,100	163,675	440,620
Sporting Goods & Toys	.....	.....	31,680	46,350
Toiletries & Toilet Goods	2,323,803	12,575,402	796,064	2,735,279
Miscellaneous	149,100	1,040,883	107,842	207,566
TOTAL	$14,466,568	$99,851,572	$6,405,912	$27,272,512

Source: Publishers Information Bureau.
* 1950 figures do not include DuMont TV Network time sales; 1951 figures include gross time sales of all four TV networks.

Mrs. Lizzie W. Jett

MRS. LIZZIE W. JETT, 89, died Dec. 6 at her home in Baltimore. Mrs. Jett was the mother of Ewell K. Jett, vice president of A. S. Abell Co., publisher of the *Sun-Papers* and licensee of WMAR-TV Baltimore. Mrs. Jett was a native of Wilmington. Survivors include her husband, John Covington Jett, insurance man and vice president of the Waldorf Building & Loan Assn., two daughters, two sons other than E. K. Jett, and a sister.

Telefile: WXEL (TV)

(Continued from page 73)

protection in WXEL program scheduling.

The news department, under the direction of Mr. Rowley, has become progressively more important to the station's operation in the past 18 months. This is because ever since WXEL began operations public service value news has been strongly emphasized in all news programs.

News has been regarded as a "must" on WXEL's daily program schedule with or without sponsorship. WXEL has attempted to present the type of news program that a state legislator once described as "clean," in other words, news programs free of unimportant crime and horror accounts—free also of news items that are merely sensational in type and insignificant otherwise.

News Preparation

In preparing news programs, WXEL works on the premise that content should be informative in a constructive way. Station believes strongly in liberal use of pictures in television news programs. Picture sources at the present time are Telenews, Associated Press and WXEL's own staff artist who prepares whatever charts and cartoons are needed for news use.

With the expanded quarters and added studio facilities, WXEL hopes to do an ever improving job of covering spot news.

The staff of WXEL is looking forward eagerly to its third year of telecasting. The acquisition of the centrally located downtown quarters, in addition to the new studio, offices and engineering facilities at WXEL's present operation site, will provide Cleveland with one of the most complete and elaborate television station production units between Cleveland and New York.

Future Plans

Planning for the future, WXEL "seeks progressively to enrich its service to its viewers in every phase of television programming—education, entertainment, public service, news and special events—by utilizing to the fullest its news service potential, by understanding this greater opportunity to serve means a far greater responsibility to serve."

WXEL's basic hourly rates are $800 for one-time Class A time; $600 for one-time Class B time, and $375 for one-time Class C time. Class A time on the station is classified as 7-11 p.m. Monday-Saturday and 4-11 p.m. Sunday; Class B, 6-7 p.m. Monday-Saturday, 11-11:30 p.m. Sunday-Saturday, and 1-4 p.m., Sunday; Class C includes all other time periods. The station is represented by The Katz Agency.

CONSOLIDATED HEARINGS

JCET Opposes

DISGRUNTLED broadcast attorneys, not satisfied with the Federal Communications Bar Assn. recommendations that the FCC lump all TV applicants for particular cities into one pot [B•T, Nov. 26], got a surprise—and to them startling—ally last week.

The Joint Committee on Educational Television told the FCC it objected to the "one pot" idea, urged that VHF and UHF applicants be treated separately.

In this they meet partly the desire of a minority of radio lawyers that the FCC take up each TV applicant on a frequency-by-frequency basis.

Educators' reasons for objecting to the consolidated hearing idea are two: (1) Consolidated hearings might take "two or three years," during which no grants would be made to anyone. And, (2) if UHF applicants are treated separately, it might be possible to make grants without hearings, thus "stimulate the earlier development of the UHF service."

Consideration Would Separate

Consideration of UHF applicants apart from VHF seekers would remove the "experimental tag" from the UHF band, said JCET letter to the FCC, and permit early operation of such stations.

"The operation of such stations . . . will also give manufacturers the necessary incentive to produce and market UHF converters and all-band television receivers," JCET continued. "Without the mass production of such UHF converters and all-band receivers, the development of the UHF band might very well be inhibited for many years."

Then JCET pointed to the position of FM broadcasting, which it claimed is "effectively throttled by a shortage of FM receivers."

If, through long hearings, UHF stations are kept from beginning operations quickly, the delay "may well deliver it a blow from which it may never recover," JCET direly predicted.

That FCBA members aren't entirely in accord with the recommendations of their Practice and Procedure Committee was made known last week when the organization asked for adverse comments on the suggestions in a letter to its members.

After listing the recommendations, which had been passed by the executive committee and forwarded to the FCC, the FCBA cited two major objections which have been made.

One was that the recommendations acknowledged the Commission's right to allocate TV channels, which the FCBA has denied. The organization answered that the Commission has ruled it does have the legal right to allocate [B•T, July 16] and members have practically acknowledged that right by filing during the "paper" hearings which ended Nov. 26.

The other objection was that a consolidated hearing of all applicants for a particular city will prolong such a hearing excessively, whereas frequency-by-frequency consideration could speed up grants in many cases. Objection was also voiced to the fact that an applicant might make his case in a consolidated hearing on one set of engineering facts, only to be granted a different channel. This would not only cause added expense to the applicant, the opposition lawyers claimed, but would deny proper cross examination.

FCBA answered by pointing out that in most instances there probably would be hearings for specific channels under that procedure and this would result in a number of hearings in a particular city rather than one big one. Also, the "one pot" idea forecloses the possibility that an applicant might lose out completely for any TV channel because his competitor was better qualified for a specific frequency.

Comments by Members

However, FCBA asked members to write their comments by Dec. 21 to Secretary R. Russell Eagan, Kirkland, Fleming, Green, Martin & Ellis. FCBA plans to submit a minority report on the recommendations, if there should be enough objectors, to the FCC for its guidance.

Essence of the FCBA plan, as recommended to the FCC, calls for consolidated hearings for each market area, 60-day "breathing spell" for new applications and revisions of existing ones after the freeze is lifted, and a cutoff date until applications are processed or set for hearing.

In addition, FCBA asked that the present "20-day" rule be raised to 40 days. Present rule prohibits a new applicant from getting into a hearing if the application is filed less than 20 days before a hearing date.

Meanwhile, the FCC was also active on the allocations legal front. Last week it turned thumbs down on requests for oral hearing from KROW Oakland, Calif.; WIP Philadelphia, WFOX Milwaukee and the Daily News Television Co. (WIBG and the *Philadelphia Daily News*).

Commission turned down their requests for oral hearing [B•T, Dec. 3] on the ground that their "paper" presentations were sufficient to make a decision. It also dismissed their contentions that because they had gone through a pre-freeze hearing they were en-

(Continued on page 87)

AMONG broadcasters who attended the ninth RCA television clinic in Camden, N. J., last month were (l to r) Charles Sakoski, WBRE Wilkes-Barre, Pa.; Frank Hales, WBRY Waterbury, Conn.; George Andrewsky, WBRE; George Hixenbaugh, WMT Cedar Rapids; E. T. Griffith, manager in charge of broadcast field sales operations, RCA Camden, N. J.; Robert Booth, TV engineer, Washington, D. C.; Walter Allen, KALB Alexandria, La., and Edgar Bell, KTOK Oklahoma City. TV clinic features demonstrations and class instruction in use of new UHF transmitters and antennas, new video control and program switching equipment and other RCA developments.

TV TASK FORCE

Underway at FCC

HARD at work on TV allocations problems for the rest of the country is the FCC staff, following last week's probationary commission approval of its northeastern allocation recommendations. These involve some changes, but not many. Plan fundamentally remains the same, with number of reserved educational channels unchanged. Area includes such "hot spots" as Boston, Providence, Worcester, Hartford, Holyoke among others.

Extra talent has been brought in to aid FCC allocations teams in their grind toward meeting the Feb. 1 freeze lifting deadline. Example is that Joseph Nelson, chief of the applications branch, Television Division, Broadcast Bureau, now is spending all his time with the allocations task force.

CODE COMPLIANCE

NARTB Maps Final Form

NARTB last week started mapping the job of TV code compliance as a result of the TV Board's Dec. 13 approval of the new television code [B•T, Dec. 10] and heartened by generally favorable reaction to this major step in the life of the young industry.

Legal action was started to surround the code and the seal of approval with every available copyright safeguard. The seal is being redrawn in line with board action suggesting changes, mostly of a minor nature.

Until full protection is secured NARTB refuses to permit any reproduction of the seal but hopes to make it public within a fortnight. Copyright will include slides, film and all other forms of reproduction.

Discussions Under Way

First discussions of such procedural details as subscription forms and fees got under way at the NARTB TV Dept., of which Thad Brown is director. Mr. Brown said subscription forms probably would be sent out in late January. These forms will be signed by member and non-member stations desiring to conform to the code and carry the seal of compliance.

Subscribing stations will be charged fees for compliance and use of the seal, with NARTB TV members given a credit toward this fee because of their membership.

Mr. Brown is preparing an operating budget for the department based on the new functions arising from the code and its operation.

Editorial comment on the code was generally favorable, according to Robert K. Richards, NARTB public affairs director. The code action attracted wide newspaper and magazine interest, he said.

Two church groups, both, Catholic, voiced deep interest in NARTB's television code. The Catholic Men's Club of Washington commended the association as well as TV broadcasters "for taking this forward step" and offered "full cooperation and moral support."

The Catholic Standard, Washington's archdiocesan newspaper, in its Dec. 7 issue carried a photograph of two girls presenting a petition for better moral standards on network TV shows to John S. Hayes, WTOP-TV Washington. The petition was described as bearing signatures of 500 TV viewers.

The girls were unable to offer specific criticisms of programs other than comments on low necklines and one said she didn't have a TV set.

Mr. Hayes asked if they had any criticism of any locally produced TV programs but no criticism was offered. He suggested the petition signers join in a common effort toward improvement of programs rather than merely mention vague generalities of a critical nature. He added that telecasters are anxious to join in constructive movements to raise program standards.

ALEDO, Ill. • ARCADIA, Calif. ARLINGTON, Va. • ATLANTIC CITY, N. J. • AUSTIN, Tex. BALTIMORE, Md. • BEACON, N. Y. BIRMINGHAM, Ala. • BROCKTON, Mass. • BRUSSELS, Belgium BUENOS AIRES, Argentina BUFFALO, N. Y. • CAIRO, Egypt CHARLESTON, S. C. • CHESTER HEIGHTS, Pa. • CHICAGO, Ill. COATESVILLE, Pa. • CONCORD, N. H. • DALLAS, Tex. • DAMASCUS, Syria • DECATUR, Ill. • DENVER, Colo. • DETROIT, Mich. EVANSTON, Wyo. • FORT BELVOIR, Va. • FORT BENNING, Ga. • FORT DIX, N. J. • FORT HOOD, Tex. FORT WAYNE, Ind. • FRENCHMAN'S FLAT, Nev. • GARY, Ind. • GENEVA, N. Y. • GERMANTOWN, Pa. GLASGOW, Scotland • HAMBURG, Germany • HAMMOND, Ind. HOLLYWOOD, Calif. HOMESTEAD, Fla. • HUDSON, N. Y. KANSAS CITY, Mo. • KEY WEST, Fla. • KNOXVILLE, Tenn. • LANGLEY FIELD, Va. • LANSING, Mich. LAWRENCE, Mass. • LONDON, England • LONG BEACH, Calif. LOS ANGELES, Calif. • LOUISVILLE, Ky. • MANITOWOC, Wis. MELBOURNE, Australia • MEMPHIS, Tenn. • MIAMI BEACH, Fla. MILWAUKEE, Wis. • MINNEAPOLIS, Minn. • MOUNT CARMEL, Ill. MUNICH, Germany • NASHVILLE, Tenn. • NEWARK, N. J. • NEW YORK, N. Y. • NIAGARA FALLS, Ont. NORFOLK, Va. • OAK RIDGE, Tenn. OAKLAND, Calif. • OGDEN, Utah OKLAHOMA CITY, Okla. ORCHARD, Idaho • PANMUNJOM, Korea • PARIS, France PASADENA, Calif. • PERRYOPOLIS, Pa. • PHILADELPHIA, Pa. PHOENIX, Ariz. • PITTSBURGH, Pa. • PRINCETON, N. J. QUANTICO, Va. • RIVERSIDE, Calif. ROCHESTER, N. Y. • ROME, Italy ROOSEVELT, L. I. • ROUSES POINT, N. Y. • SACRAMENTO, Calif. ST. PAUL, Minn. • SAN ANTONIO, Tex. • SAN DIEGO, Calif. • SAN FRANCISCO, Calif. • SANTA BARBARA, Calif. • SCHENECTADY, N. Y. • SCRANTON, Pa. • SEATTLE, Wash. • SHELL LAKE, Wis. SOUTHAMPTON, England SPRINGFIELD, Ill. • SPRINGFIELD, Mass. • STOCKHOLM, Sweden STRASBOURG, France TALLADEGA, Ala. • TOKYO, Japan TUCSON, Ariz. • UNIONTOWN, Pa. • UVALDE, Tex. • VATICAN CITY, Italy • VIDALIA, La. WAIKIKI, T. H. • WASHINGTON, D. C. • WAUKEGAN, Ill. WINDSOR, Ont. • YORK, Pa.

FOR TV

more stories, more f

UNITED PRESS N

To its lengthening list of television clients, United Press Movietone News is delivering:

Six hundred to 1200 feet of 16 mm. news film footage a day—two or three times as much as from any other service.

Many more big stories from many more different places. At the left, some datelines.

Far faster service. The big beats shown at the right are typical of the spectacular series.

Clients say:

"Greatest volume of good film in television"—John Madigan, director of news and special events, WJZ-TV, New York...

"Far better than any"—Walter Engels, news director, WPIX, New York...

"Broadest single advance in TV programming"—Harold Baker, director of news and special events, WSM-TV, Nashville...

"Top notch. Congratulations"—Don Perris, news editor, WEWS, Cleveland.

The combined forces and facilities of the world's leading news service and the world's leading news film company make possible the performance to warrant such appreciation. United Press Movietone News alone is doing it. United Press Movietone News alone *can* do it.

With newspapers and radio United Press long has stood for "the world's best coverage of the world's biggest news." In the few weeks since it started, United Press Movietone News already has reached the same top rank with television.

United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

...footage, more speed!

...S MOVIETONE NEWS

TOKYO— Rear Adm. Sadatoshi Tomioka reveals exclusively to U.P.'s Earnest Hoberecht inside story of Japanese attack on Pearl Harbor.

CAIRO, Egypt—Samia Gamal, belly-dancing bride of Texas oil millionaire Shep King, does her torrid number to the strains of Egyptian music.

NEW YORK—Two Ukrainian priests, masked to thwart reprisals against relatives, tell how they escaped from behind Iron Curtain.

FORT LEE, N.J.—Through wire fence guarding his mansion, underworld big shot Albert Anastasia talks about his defiance of gangland threats.

COMPLETE DINNERS 3PM 9PM
GRILLED PORK CHOPS APPLE SAUSE 55'
BREADED VEAL CUTLETS TOMATO SAUSE 50'
ROAST FRESH HAM & DRESSING 55'
FISH & CHIPS & TARTER SAUSE 45'
FRIED FRESH SHRIMP TARTER SAUSE 60'
ROAST CHICKEN & DRESSING 75'

DETROIT—Restaurant advertising 1939 prices for meals draws day-long crush of diners. Proprietor said marked-down menu saved his business.

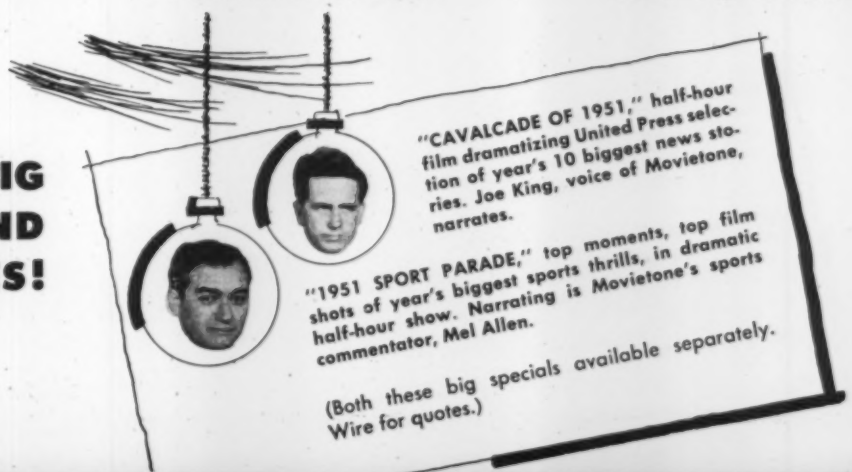
DAKOTA, Ill.—Parents of Lt. Judd Hodgson, Navy flier Russians shot down over Siberian Sea, urge all-out war to end Red Power.

CHESTER, Pa.—Colin Kelly III, son of World War II's first air hero, says he'll take advantage of FDR's offer to go to West Point.

LEONARD, Mich.—Grandmother of 11 children orphaned by car crash which killed Mr. and Mrs. Murray Moore, tells story of tragedy.

UVALDE, Tex.—During interview on his 83rd birthday, former Vice-President John Nance Garner shells pecans on lawn of his ranch.

TWO BIG YEAR-END CAVALCADES!



"CAVALCADE OF 1951," half-hour film dramatizing United Press selection of year's 10 biggest news stories. Joe King, voice of Movietone, narrates.

"1951 SPORT PARADE," top moments, top film shots of year's biggest sports thrills, in dramatic half-hour show. Narrating is Movietone's sports commentator, Mel Allen.

(Both these big specials available separately. Wire for quotes.)

Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 145,412 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH

this is why KRLD AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

TV Set Owner Is Not Movie's 'Lost Audience'

(Report 194)

THE TV OWNER is not the movie theatre's "lost audience," Dr. Ernest Dichter, psychological consultant, declares in a report on a test study on the relationship between television and motion pictures.

Rather, he states, "It is the movie industry that has lost a channel of communications with the TV viewer and has failed to keep pace with his change of psychological attitude toward the selection of entertainment."

Report was released by the Demby Co., TV package firm which produces *What's Playing?*, WJZ-TV New York three-a-week quarter-hour show featuring scenes from new motion pictures, which was utilized in the pilot study.

Findings of this study, while tentative, suggest areas for further concrete research, Dr. Dichter reports, which "should lead to a practical program for the future relationship between these important entertainment media."

The basic problem, Dr. Dichter declares, is not "TV versus motion picture theatres. It is actually: (1) the needs of the modern individual living in a troubled world and how TV and motion pictures can satisfy these needs; (2) the ability of the motion picture to re-establish points of contact with the TV viewer; (3) the importance of understanding that certain emotional changes have taken place in the individual who has purchased a TV set."

When he goes to the movies, the "TV set owner is acutely aware that he makes an investment in time and money," Dr. Dichter states, and he therefore "has become more selective and demands more information than the non-TV set owner about the movie he may want to see . . . unlike the non-TV set owner who may go to any movie, the TV set owner is confronted by the 'misery of choice' between film fare offered at various theatres and the programs offered free on TV."

Each Has Place

Pointing out that TV does not fulfill the specific functions of the motion picture theatre and that each has its place in modern life, Dr. Dichter charges the film industry with failing to sell "one of the most important appeals of theatre attendance—the 'festival atmosphere' of movie-going." Just as "popcorn is an essential part of a movie evening," so the film industry "must now use 'psycho-popcorn' in its sales approach."

The pilot study further showed, Dr. Dichter reports, that the TV set owner is ready to accept the movie theatre as a "neutral gathering place" whose "dark, pleasant, comfortable atmosphere provides a flight from everyday reality" and as a community center "if the theatre is prepared to act as one."

More interested in visual entertainment than ever before, the video set owner "believes he may be missing something by not going to the movies, but he is not certain what he is missing." Younger members of TV families find the theatre an "extra living room" away from the parental abode, a setting for romance.

But, Dr. Dichter notes, the study also showed that separated newspaper listings of TV and movie entertainment, guilt feelings of spending money for movies until the set has been paid for and a "less blind adulation of movie stars" than before he got his set, act as deterrants to the TV set owner's movie attendance, although he does realize that the movie can give him "more lavish" entertainment.

Designed to "provide TV with a show with audience appeal" and to "provide the motion picture industry with a dynamic channel of communications on TV," *What's Playing?* in 13 weeks nearly tripled its audience against long-established competition, Dr. Dichter re-

(Continued on page 89)

Weekly Television Summary—December 17, 1951—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	11,200
Ames	WOI-TV	73,441
Atlanta	WAGA-TV, WSB-TV, WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	337,687
Binghamton	WNBF-TV	47,200
Birmingham	WAFM-TV, WBRC-TV	70,000
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	832,670
Buffalo	WBEN-TV	232,494
Charlotte	WBTV	106,158
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,027,738
Cincinnati	WCPO-TV, WKRC-TV, WLWT	310,000
Cleveland	WEWS, WNBK, WXEL	547,790
Columbus	WBNS-TV, WLWC, WTVN	191,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	145,412
Davenport	WOC-TV	74,014
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	220,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	80,379
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	145,412
Grand Rapids-Kalamazoo	WOOD-TV	160,413
Greensboro	WFMY-TV	89,138
Houston	KPRC-TV	107,500
Huntington-Charleston	WSAZ-TV	63,167
Indianapolis	WFBM-TV	192,500
Jacksonville	WMBR-TV	46,000
Johnstown	WJAC-TV	126,500
Kalamazoo-Grand Rapids	WKZO-TV	160,413
Kansas City	WDAF-TV	170,457
Lancaster	WGAL-TV	123,055
Lansing	WJIM-TV	70,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,334,899
Louisville	WAVE-TV, WHAS-TV	116,662
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	11,100
Memphis	WMCT	108,780
Miami	WTVJ	93,800
Milwaukee	WTMJ-TV	280,113
Minn.-St. Paul	KSTP-TV, WTCN-TV	280,200
Nashville	WSM-TV	48,269
New Haven	WNHC-TV	212,000
New Orleans	WDSU-TV	67,817
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,750,000
Newark	WATV	91,191
Norfolk	WTAR-TV	103,217
Oklahoma City	WKY-TV	107,664
Omaha	KMTV, WOW-TV	929,800
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	47,100
Phoenix	KPHO-TV	342,300
Pittsburgh	WDTV	170,000
Providence	WJAR-TV	95,871
Richmond	WTVR	98,120
Rochester	WHAM-TV	74,814
Rock Island	WHBF-TV	
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	64,600
San Antonio	KEYL, WOAI-TV	59,862
San Diego	KFMB-TV	119,580
San Francisco	KGO-TV, KPIX, KRON-TV	267,500
Schenectady-Albany-Troy	WRGB	187,200
Seattle	KING-TV	107,300
St. Louis	KSD-TV	348,000
Syracuse	WHEN, WSYR-TV	143,494
Toledo	WSPD-TV	127,000
Tulsa	KOTV	89,263
Utica-Rome	WKTV	60,800
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	312,100
Wilmington	WDEL-TV	87,376

Total Markets on Air 64* **Stations on Air 109*** **Estimated Sets in Use 14,809,000**

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap sets counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

CONCRETE EXAMPLE

...of Station Pulling Power

(What have you got that's hard to sell)

?

Construction companies buy most of the concrete building blocks made in this country . . . except in Dayton (Ohio), that is. Here, concrete blocks have become "consumer" products. Here's how they got that way:

Back in late February, 1951, Price Brothers sponsored a 10-minute, 5-days-a-week program on WHIO-TV called "Story of the Weather." (Price Brothers is nationally represented; makes concrete building blocks, sanitary pipe, pressure pipe, Flexicore and similar concrete products. WHIO-TV is nationally represented by George P. Hollingbery Company, and is Dayton's first TV station*.) "Story of the Weather" offered 5-minutes of the national weather picture and 5-minutes of institutional commercial until April. Then Price Brothers switched to selling commercials for concrete blocks. That's when the lines started to form—long lines of cars, borrowed trucks and rented trailers—right at the block plant entrance. Hundreds of people paid for and picked up anywhere from 1 to 1,000 concrete blocks *each*. Hundreds of others did their concrete block shopping by telephone.

Price Brothers' block business today is 60% consumer—40% construction company. Total sales are half-again higher than for last year and *still climbing*. If you've got a tougher task for television than selling concrete building blocks to the general public, we'd like to take a try at it. We've got pulling power we haven't used yet.

*Pulse for November shows 7 out of top 10 weekly shows were aired via WHIO-TV.

CHANNEL 13
whio-tv
-AM
-FM
DAYTON, OHIO

Success story board

A lesson in economics with Jimmy

Anybody here afraid of size?

You get *more*, dollar for dollar invested, than from any other medium —

Like the 36,000 *extra* customers (in just one market—New York) for each brand advertised on the average TV program . . .

The results? That means people.
We got millions of 'em.
For 50,000,000 viewers — NBC alone offers

the biggest stars . . . programs . . .
network — *the biggest opportunity for the biggest sales results.*

Not if you're thinking of profits . . .

for television — now — is the most profitable advertising medium ever evolved.

Like the 15.6 *extra* customers per month for each TV dollar invested in the average program (And it's 19.5 for high-budgeted shows like Jimmy's.)

Like what really counts in successful advertising: *results.*

Want to get into the act? There are still opportunities for selling on NBC by big advertisers — and by small advertisers who think and plan big, too.

These facts are based on the remarkable study, "Television Today." If you haven't seen the booklet about Television's impact on people and products, or if yours is worn out with use, write or call NBC-TV Sales — where you can also learn about NBC availabilities for selling.

NBC *television*

The network where success is a habit

NBC-TV 7-9 A.M. 'Today' Seen Changing American Habits

A PREVIEW of plans and format for its forthcoming two-hour-early-morning TV show—a "communications" program called *Today*, with Dave Garroway as communicator—was presented by NBC-TV to advertising and agency representatives in New York last Wednesday [B•T, Nov. 12].

The program, now scheduled to start Jan. 14, will offer news, play and book reviews, interviews, recordings, record reviews and similar material to "keep Americans informed on happenings around the world," NBC reported. It will be seen 7-9 a.m., Monday through Friday.

Officials estimated that sponsorship of a quarter-hour per week would cost approximately $90,000 per 13-week cycle for time and talent.

The announcement said "every known tool of communications" will be used, including the new Ultrafax, though spokesmen reported that use of this million-words-a-minute record transmission medium will be ultimate rather than immediate, pending further refinements of the system.

The breakfast meeting with advertisers and agencies was told by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, that "*Today* will be a milestone in the social history of this country."

The welcoming address at the advertiser-agency meeting was given by George H. Frey, NBC-TV vice president in charge of sales. Edward D. Madden, NBC-TV vice president for sales and operations, sketched the overall sales pattern and presented a film in which Mr. Weaver explained the news coverage devices to be used, and Ruddick C. Lawrence, director of TV sales development, presented selling plans for the program.

A "Studio of Tomorrow" is being built in the RCA Exhibition Hall in Rockefeller Center, New York, from which to originate the show, one of several programs being incorporated in NBC-TV's new morning lineup.

The morning schedule will be:

7-9 a.m., *Today* (starting Jan. 14); 9-10, no network service; 10-10:30, *Mel Martin Show* from Cincinnati; 10:30-11:30, film drama; 11:30-11:45, Cliff Arquette from Hollywood; 11:45-12 noon, Richard Harkness newscast from Washington; 12-12:30 p.m., *Ruth Lyons Show;* 12:30-1 p.m., *Ralph Edwards Show.* Except for the *Ruth Lyons Show*, which already is on the air, and *Today*, all of these are scheduled to start Jan. 7.

DISCUSSING sales aspects of *Today*, new NBC-TV 7-9 a.m. show to begin Jan. 14 are (seated, l to r) S. L. Weaver Jr., NBC vice president in charge of TV; Dave Garroway, star of show, and Edward D. Madden, NBC-TV vice president in charge of sales and operations; standing (l to r) are Mort Werner, NBC-TV producer; Ruddick C. Lawrence, NBC-TV director, TV sales development, and Charles Speer, writer of *Today*.

MEXICAN TV O'Farrills Are Investing $10 Million in Chain

DEVELOPMENT of a $10 million television empire in Mexico is projected by Romulo O'Farrill, broadcaster-publisher, with plans under way for construction of 18 video outlets from the U. S. border to Mexico City [B•T, Aug. 6]. Interchange of programming and production between the two nations is contemplated.

With his son, Romulo O'Farrill Jr., he is owner and operator of XHTV (TV) Mexico City, and XELD-TV Matamoros, Tamaulipas, on the Texas border. Other properties include XEX Mexico, 500 kw AM station on 730 kc; *Novedades*, a Mexican newspaper, and *The News*, Mexico City English language newspaper; Packard Motor Co. assembly and distribution in Mexico, and other industrial enterprises.

Monte Kleban, general manager of XELD-TV, heads the O'Farrill TV properties as administrator in charge of Inter-American TV and film activities with offices at Alfonso Herrera 67, Mexico, D. F., Mexico. He has been in U. S. radio, recently as planning and advisory consultant to KTRH Houston. He first became interested in Latin-American broadcasting while at WOAI San Antonio. During the war he served as a public relations officer under Gen. Douglas MacArthur as well as a troop commander in an infantry division in the Southwest Pacific.

Mr. O'Farrill considers TV a powerful medium for promotion of Mexican-U. S. cultural, educational and industrial relations.

"Our station at Matamoros," he said, "which is operated on the highest standards of both Mexican and U. S. regulations, has become a tie between the United States and Mexico, just as U. S. stations on the Mexican border act as connecting links between our two countries.

"By the interchange of network, kinescope and film programs to the interiors of the two countries, we can create better understanding of each other's culture and ways of life. We regard television as the finest medium ever devised to knit together the lives of people separated by geographic distances."

The O'Farrills are building a third TV outlet at Cortez Pass, Mexico, with a fourth scheduled to start soon at Tiajuana. Design will be similar to XELD-TV, using RCA equipment, Mr. Kleban said.

SUNDAY LAW Prompts Md. Appeal

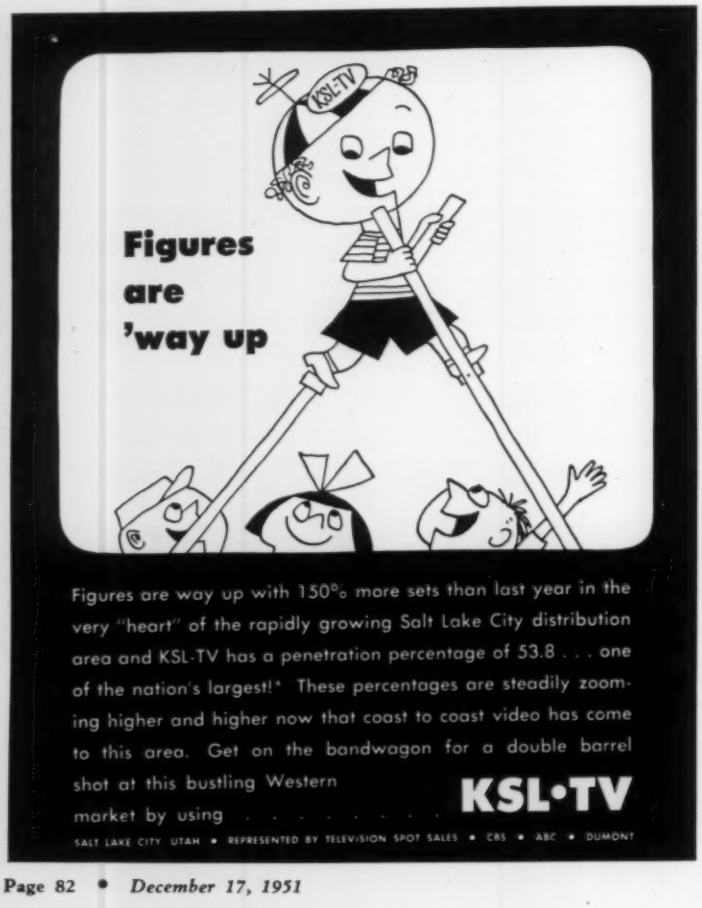
COURT of Appeals in Annapolis, Md., has been asked to take up a case involving broadcast advertising and the Baltimore blue laws on sales during its session next month.

Case in question is a charge by Assistant Attorney General Robert M. Thomas that Baltimore blue laws forbid merchants from selling any merchandise on Sunday. WAAM (TV) Baltimore, however, claimed it was legal.

Mr. Thomas said certain Baltimore merchants "advertise either by newspaper, radio or television that if customers wish to place orders for merchandise on Sunday, they may call a certain telephone number and place the order on Sunday, said order to be filled Monday." This, according to Mr. Thomas, means "dealing in merchandise on Sunday" thus violating the law.

The case came up before Judge Robert France in a Baltimore circuit court last Tuesday. The Judge sustained the opinion of the Assistant Attorney General. WAAM appealed the case.

A point in question, it was reported, was whether the client who allegedly transacted business on Sunday should be the defendant since it is more directly concerned.


KSL-TV
Figures are 'way up
Figures are way up with 150% more sets than last year in the very "heart" of the rapidly growing Salt Lake City distribution area and KSL-TV has a penetration percentage of 53.8 . . . one of the nation's largest!* These percentages are steadily zooming higher and higher now that coast to coast video has come to this area. Get on the bandwagon for a double barrel shot at this bustling Western market by using . . . . . .
KSL•TV
SALT LAKE CITY UTAH • REPRESENTED BY TELEVISION SPOT SALES • CBS • ABC • DUMONT

Here is the signpost pointing to a new era—a vast challenge to creative imagination. Hours on end each day it offers a parade of news, tragedy, comedy—life as it passes, in uninterrupted flow.

To help the creative TV producer, writer, and advertiser achieve fuller flexibility in production and greater versatility in programming, the Eastman Kodak Company provides a full line of motion-picture films, motion-picture cameras, projection equipment, and lenses. From its offices in principal motion-picture centers is available a highly specialized staff of motion-picture engineers and technicians ready to assist in any film problem.

For helpful information about your problems, write or phone the Motion Picture Film Department, **Eastman Kodak Company,** Rochester 4, N. Y.; East Coast Division, 342 Madison Avenue, New York 17, N. Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.

TV AUTHORITY MEET

Total Merger Supported

TELEVISION AUTHORITY strongly endorses total merger of all performers' unions but has served notice that it plans to unite with American Federation of Radio Artists July 1 if total merger, often referred to but seldom acted upon, is not completed by that date.

If the alternative fusion with AFRA into an all-broadcasting union fails to carry by July 15—considered highly improbable since AFRA initiated the invitation to merge—TVA plans another convention before Sept. 15 to establish itself as an independent union.

This was the future mapped for TVA at its three-day convention held in New York's Park Sheraton hotel Dec. 7-9. The meet had been scheduled when the representative of all video performers was established as a trusteeship of Associated Actors and Artists of America about two years ago.

"July 1 deadline will serve as impetus," according to George Heller, national executive secretary of TVA, "to see if other 4A members mean what they say when they give vocal support to merger."

The video group has "no lack of faith" in a five-branch merger and "is not expressing skepticism" by posting alternate plans, he said, "but we are being realistic about it."

TVA has negotiations with networks coming up in November, he added, and wants its status clearly defined before those meetings start.

In supporting the idea of total merger, TVA accepted the proposal presented to the convention by Actors and Chorus Equities that blueprints be drawn by Institute of Industrial Relations at the U. of California and the School of Industrial and Labor Relations at Cornell [B•T, Dec. 10]. The study, to be financed by the universities, carries no deadline, but is expected to take no more than three months.

To lend support to total merger prospects, TVA elected a "watchdog" committee of 10 "charged with the responsibility of furthering the progress" of merger plans. Half the committee will be board members who will in turn name the other half from non-board members.

Emphasizing great advantages in bargaining strength, administrative economics and the nationwide organization of television, TVA resolved that if merger of TVA and one or more AAAA branches plus AFRA has not been "completed and finally approved" July 1, TVA and AFRA will join forces that date. Deadline will not hold in the event that AFRA is only unit rejecting five-branch merger or if any branch is in process of membership referendum regarding such merger.

Committee Set Up

To make certain that TVA can act on July 1, a committee of 33 members—19 from New York, 7 from Chicago and 7 from Los Angeles—was established to draft a constitution for the AFRA-TVA merger. Meeting in the three sections on a deferred agenda basis, committee will report periodically to TVA membership as well as the universities studying 5-branch merger. The document must be completed by Feb. 1, with mail referendum to be started before March 2 and finished by the first of April. Two thirds of TVA membership must approve for the constitution to be adopted.

The convention passed a special resolution that any constitution covering TV contain a no-discrimination clause and that a similar clause be made a bargaining point in negotiations next fall.

TVA's final alternative—in case no merger of any kind has been effected by July 15—is to hold another national convention no later than Sept. 15 to establish a positive course of action. At such convention, first consideration would be given to any merger or affiliation plan proposed by a 4A member, on condition that final decision on such a plan be made by all concerned within 90 days. If no merger plan is approved by the convention or if an approved plan is rejected by referendum of TVA members, the group would forthwith seek to establish itself as a separate union.

Besides AFRA, AAAA includes Actors Equity Assn., Chorus Equity, American Guild of Variety Artists, and American Guild of Musical Artists.

Convention also passed a resolution on blacklisting in which TVA condemned the practice in all its forms and asserted its intention to help members obtain fair and impartial hearings on any charges that may be brought against them. A five-man committee was established to investigate such matters.

Meanwhile, TVA states its position as opposed to communism, fascism, any and all other forms of subversive acts and ideologies, and to all blacklisting—including that in which a person suffers because of his opposition to subversive activities and ideologies.

One exception was made: TVA will not defend any member from blacklisting who has been proved a member of a subversive organization.

Hoping on paper that Screen Actors Guild and Screen Extras Guild would return to the AAAA fold, TVA also looked toward settlement of the jurisdictional dispute over film-television. Listing some points which must be settled first—mostly about questions of overlap between TVA and SAG jurisdiction—the video convention urged that the 4A resolution to retain all film-TV jurisdiction be altered and that a 4A meeting—including SAG and SEG—be held subsequently to find an equitable agreement on the matter.

The convention also acted to increase the national board by 10 members—four from New York, four from the West Coast, and two from the Midwest. It also acted to discourage charity tie-ins on sponsored shows to assure that performers get their customary fee, not just scale compensation or no pay, thus eliminating such programs as the recent AGVA benefit on the *Colgate Comedy Hour*.

SWG-ATFP PACT

Strike Threat Hinted

INDICATION that the Screen Writers Guild might use a strike threat as a last measure to persuade the Alliance of Television Film Producers to begin negotiations were given in the Guild's annual television report.

SWG, which originally requested an opening of discussions in early November [B•T, Nov. 19], was asked by the producers to wait until they had completed current negotiations with IATSE.

SWG now feels that ATFP is stalling and believes more of a showing of willingness to meet with SWG negotiators should be made, if only to the extent of meeting with them occasionally.

film report . . .

TELEVISION, theatre and foreign rights to more than 40 films owned by Cathedral Releasing Corp. have been purchased by **Producers Representatives Inc.**, New York, **Irving Lesser**, president, announced last week.

The 16 and 35 mm film library, with an estimated total value in excess of $2,000,000, includes color as well as black-and-white pictures, previously released only for non-theatrical use. Subjects have been taken from both Old and New Testament and include *The Life of Christ*, series of 13 half-hour films, and *Life of Saint Paul*, a 12-episode series.

First of Cathedral pictures to be released to television will be *Holy Night*, a Christmas film marketed for the holidays.

All television properties will be handled by **George T. Shupert**, vice president of **Peerless Television Productions Inc.**, company recently formed by Edward and Sol Lesser.

—Celebrating their 15 years' association in film making, **Henry Morley** and **Nathan Zucker**, president and board chairman, respectively, of **Dynamic Films Inc.**, New York, released their 12th series on film for television last week.

The new release, *Speed Classics*, is a series of 26 films with storylines describing championship automobile and motor boat speed events. *Speed Classics* is the 500th film release by Dynamic.

The company has just completed its third expansion within the last two years, Mr. Zucker announced. Dynamic studios include sound stages, recording studios and animation departments.

—Eighty-six television stations have booked *The Joyful Hour*, a special Christmas film for television. It is being offered for re-release without charge by **Jerry Fairbanks Productions**, Hollywood [FILM REPORT, Dec. 10].

—**Gordon S. Heehan** has joined **Sarra Inc.**, Chicago, as animation director in the creative and film planning department. He has worked in motion pictures 19 years, and his screen credits include *Gulliver's Travels* and *Mr. Bug Goes to Town*. Mr. Heehan is a graduate of Pratt Institute, Brooklyn, and a member of the Screen Cartoonists Guild.

—**Harris-Tuchman Productions**, Hollywood, moves to new offices at 6355 Hollywood Blvd. Phone is Hillside 5133. Principals of the film producing organization are **Fran Harris**, creative director and Ralph Tuchman, sales director.

Here's help for small TV BUDGETS!

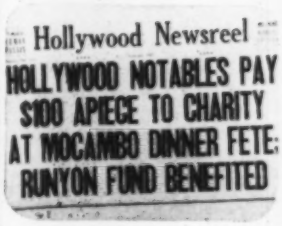
8 Second Spots with audio as low as $50.00

"It's refreshing" a TV advertiser told us recently, "to discover a source for TV film spots that is so easy on small budgets." Large advertisers too like the showmanship we pack into TV spots and the economy our "know-how" assures. Write for details.

Filmack STUDIOS
1331 S. WABASH AVE. CHICAGO

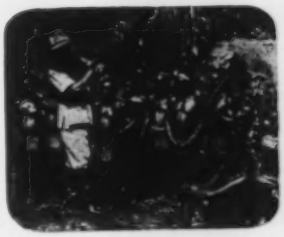
No matter what your Film needs are we can supply it for TV or Theatres - 16 or 35mm.

TV FILMS AND FEATURES



Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
WILL BALTIN, NAT'L. SALES MGR.

HOLLYWOOD NEWSREEL: A weekly 15-minute syndicated film program produced in Hollywood, the entertainment capital of the nation, especially for TV. Each issue features behind-the-scenes activities of top star personalities of movies, radio, and television. No other program on the air can offer so many names for so little money!



Explorers Pictures
1501 BROADWAY
NEW YORK CITY
LU 2-4717—LO 4-5592
JULES B. WEILL, PRES.

THE BIG GAME HUNT . . . HAS SCORED TREMENDOUS RATING IN LOS ANGELES MARKET BEING SHOWN WEDNESDAYS 7:30 to 8:00 P.M. A Package of twenty-six half-hour subjects featuring the thrilling jungle adventures of Osa Johnson, aimed to appeal to every member of the family, this series hits its mark.

Specialty Television Films, Inc.
1501 BROADWAY
NEW YORK CITY
LU 2-4717—LO 4-5592
JULES B. WEILL, PRES.

NEW TV FIRSTS . . . Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABOONA, I MARRIED ADVENTURE.

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
WILL BALTIN, NAT'L. SALES MGR.

TV DISC JOCKEY TOONS: A series of films made especially to synchronize with popular and standard phonograph recordings. The perfect solution to TV's most intriguing problem, "How to convert radio's disc jockey to TV?" Preliminary runs have been successful in 22 of the nation's markets. Designed as a library service to TV stations.

Films of The Nations
62 WEST 45TH STREET
NEW YORK, N. Y.
Murray Hill 2-0040

ANIMALS UNLIMITED and some 100 other top-notch 13 and 26 minute films for up-to-date programs. TV music clearance. Preview and stand-by prints supplied. Up-to-date subjects. American narrations. Requests filled well in advance of play dates.

Post Pictures Corp.
115 W. 45TH STREET
NEW YORK 19, N. Y.
Luxemburg 2-4870

GOIN' TO TOWN . . . another of the 6 BIG FEATURES in our success-tested LUM 'n' ABNER series! 17 years of radio buffolas now get your TV audience ready to roar! Barbara Hale supports this fun-and-music film that gathers hilarity on the way from a backwoods oil well to night club high-jinks.

For more information please write direct to the distributors.

TV Film Buyers...

PLEASE NOTE:

TV FILMS AND FEATURES IS A NEW ADVERTISING SERVICE OF TELECASTING.

TV FILMS AND FEATURES WILL SERVE AS A RUNNING DIRECTORY OF THE CURRENT FEATURE FILMS & PROGRAMS AVAILABLE FOR SHOWINGS.

Every month you will find the newest and best TV films in TELECASTING, the weekly market place of all the television executives who make all the decisions all of the time.

BROADCASTING • TELECASTING
870 NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

TV FILMS AND FEATURES

Telecast Films, Inc.
112 W. 48th Street
New York 36, New York
JUdson 6-5480

A SERIES of 25 mystery and crime detection features, starring such names as Dean Jagger in "Revolt of the Zombies," "Ginger Rogers in "Shriek in the Night," Melvyn Douglas in "Vampire Bat" plus other titles with Lyle Talbot, Donald Cook, Ralph Graves, Paul Lukas & Dorothy Stone.

Dynamic Films, Inc.
112 WEST 89th STREET,
NEW YORK 24, N. Y.
TRafalgar 3-6221

"SPEED CLASSICS" . . . Exciting new program of sports films made expressly for TV. Initial series of twenty-six ½ hour spectacular shows, each a complete dramatic story of championship automobile or motorboat classic in speed and thrills. A ready-made audience from the fourth largest paid-attendance sport.

Sterling Television Co., Inc.
PRODUCED BY: SAUL J. TURELL,
316 WEST 57TH STREET
NEW YORK 19, N. Y.—JU. 6-3750

KING'S CROSSROADS—26 half hour programs on film . . . Features Carl King, popular TV host, with his selection of unusual film subjects . . . More than $2,000,000 in film production programmed properly for TV for the first time. Tailor-made for commercial insertion—never a break in program continuity. Sample programs available for screening.

For more information please write direct to the distributors

New Orleans

(Continued from page 27)

host. The delegates also voiced appreciation to CBS officials for attending the meeting and explaining the new "Selective Facilities Plan" and "Standard Facilities Plan."

Clyde Rembert, KRLD Dallas, served as chairman of the New Orleans meeting, attended by 50 of the 54 affiliates in the 10 southern states (S. C., Ga., Fla., Ala., Okla., La., Tex., N. C., Miss., Tenn.). Sixty-two delegates were officially registered.

CBS officials who took part in the New Orleans sessions, all of which were closed, explained the network's policies in their relations with affiliates. After the meeting they authorized the following quotations summarizing their statements during the meeting:

Howard Meighan, president, CBS Radio—"There is a reallocation metamorphosis among the general public, the national advertiser, talent and radio executives. The public is reallocating its leisure time with respect to radio, TV, movie and reading habits. The national advertiser is reallocating his time with respect to radio, TV, magazines and newspapers. Talent is reallocating its interests among radio, TV, stage and movies. The radio executive is reallocating his thinking in terms of radio vs. TV.

"The stage has never been replaced by the movies; magazines and newspapers have never replaced each other; TV will never replace radio. Talent is finding its emotional groove with respect to television, radio and the stage. The national advertiser is evaluating all media qualitatively. The radio executive is appraising TV in a realistic light and is finding the quasi partnership of the two media is workable."

Louis Hausman, administrative vice president, CBS Radio—"A recent advertest survey made in New York City with 512 TV families as a sample (see story of survey, page 90) showed TV viewing decreasing and radio increasing."

William B. Lodge, vice president in charge of technical operations, CBS—"Affiliates should check their equipment and get it in the best possible working condition. Those affiliates planning TV operations could make many short cuts by doing advanced planning while waiting for grants—such matters as site details."

Lester Gottlieb, program director, CBS Radio—"TV is the best thing that has happened to radio programming because it has lifted it out of its complacency. It has forced radio to bring its programs to a realistic price level." He announced that effective Dec. 13 CBS was offering two separate half-hours on the new Screen Guild series with a talent price of $4,750 gross per week, featuring name Hollywood stars. "According to the latest Nielsen, CBS has nine of the first 10 rated shows," he said.

Sell Radio Drive

(Continued from page 27)

tained with advertisers and agencies, Mr. Sweeney said, via two twice-monthly direct mail pieces—a "Kiplinger-type-newsletter" on radio advertising activities, which will go to agencies, and a sales letter outlining pertinent radio sales data which will be sent to advertisers.

In the area of local promotion, Mr. Hardesty reported, there will be stepped-up schedules on the issuance of existing sales-aid services to stations, plus new projects to promote radio and help boost time sales—including an outline of plans by which groups of stations may band together, as they already have done in some cities, for joint promotion of the medium under the banner "Radio United."

Aside from the "Radio United" project, he said, new services will include a master radio presentation on radio's effectiveness, to be issued annually summarizing reasons why local merchants should use radio, and a revised "New Member's Kit," giving new members material which has been issued in the past in order that they may start with a complete file of sales-aid materials. Cost of the kit project, he estimated, in itself would be equivalent to an average station's dues for a month or month and a half.

Seek Extra Copies

Mr. Hardesty also reported that distribution of the "Count Your Customers" collection of ARBI radio-vs.-newspapers studies, completed the preceding week, already had brought approximately 200 requests for additional copies for members to supply to agencies, advertisers, etc.

A compilation of all BAB sales aids will be sent to members in January, he asserted.

Other plans include monthly calendar of top merchandising events, as a guide to sales opportunities; release of returns from a special merchandising study, now being tabulated, and regular issuance of the following sales aids to members:

"BAB Salesman," weekly; co-op cards, 15 new ones a month in addition to 154 active ones already issued; retail information folders, twice monthly; local business sales aids, monthly; "Sales Opportunities," monthly; library bulletin, monthly; "Radio Gets Results" success stories, monthly; "Copy-Minded Selling Aids," monthly.

TV BOOSTER

WSM-TV Files Request

FIRST concrete proposal to soup up TV stations' fringe area signals came into the FCC last week. WSM-TV Nashville asked the Commission for permission to put up a 10 to 20 w booster station at Lawrenceburg, Tenn., 67 miles southwest of Nashville and 18 miles outside WSM-TV's 100 uv/m contour.

At the same time, the Nashville station emphasized, booster operation would make it unnecessary for set owners in that area to pay a fee under community antenna and wire - distribution systems. It would obviate also the need for special antennas, boosters, etc., in those areas, WSM-TV said.

Application requested use of same Channel 4 now assigned to main station. It proposed erection of a high-gain receiving and directional transmitting antennas on high ground near the 7,000-population Tennessee town.

Best of all, according to the application, use of the booster station on the same channel as the mother station, fits into the FCC's proposed allocation plan, will not cause interference to any existing or proposed operation.

In asking for an experimental grant, WSM-TV asserted that its purpose would be "to develop and prove the value of a television booster system which . . . can be used in many places over the country to increase greatly effective coverage of standard television stations."

Lawrenceburg set owners now receive co-channel interference from WMCT (TV) Memphis, 153 miles away, and from WBRC-TV Birmingham, 122 miles away.

Cost of the proposed booster station was listed as $1,000 for the transmitter, $1,000 for the antenna, $2,500 for frequency measuring equipment and service personnel. Operation for one year was given as $5,000. Booster station would operate 84 hours a week, according to present plan.

Consolidated Hearings

(Continued from page 75)

titled to an oral argument.

Hearings commenced or were completed pre-freeze in nine cities, WFOX brief divulged. It cited 26 applicants who had gone through hearings for VHF channels in Milwaukee, San Francisco-Oakland, Detroit, Philadelphia, San Diego, Atlantic City, Reading, Harrisburg, and Allentown-Bethlehem-Easton.

In all but the last four, WFOX' brief pointed out, proposals were submitted asking for restoration of the VHF channels deleted—in whole or in part. After mentioning the "hundreds of thousands of dollars" expended and the time and energy of the applicants and the FCC staff in going through the hearings, WFOX concluded:

". . . applicants whose cases have been heard are in a special category and should be afforded where feasible treatment approaching that given existing licensees . . . where the principles of assignment and mileage separation minima were not rigidly adhered to."

Argues 20-Day Rule

WFOX hinged its oral argument plea on the ground also that the Commission's 20-day rule prohibited any further applicants from getting into hearings. But the FCC did not answer that point in denying oral hearings.

Still to be decided are DuMont and WKY-TV Oklahoma City requests for oral hearing. Latter is one of the three existing stations refusing to change to the frequencies suggested by the Commission in its proposed allocation plan. The other two are WSAZ-TV Huntington, W. Va., and WTAR-TV Norfolk, Va. In addition WNHC-TV New Haven, Conn., has given only a qualified yes to the Commission's proposal [B•T, Dec. 3].

RCA now has more than 1,200 employes who have 25 or more years of continuous service with the company. The total was achieved with the addition this month of 154 men and women to the RCA 25-Year Club at dinner ceremonies held in various plants locations.

Immediate Delivery
IN STOCK AT ALLIED!
AUTHORIZED RCA DISTRIBUTOR
RCA-5820 IMAGE ORTHICON
We have the RCA-5820 in stock for immediate shipment. Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.
RCA-5820, $1200
Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.
ALLIED RADIO
Broadcast Division
833 West Jackson Blvd., Chicago 7
Call: HAymarket 1-7019

DuMONT INCOME

$52 Million Sales Seen

SALES for the Allen B. DuMont Labs. during 1951 will reach an estimated $52 million, Dr. Allen B. DuMont, corporation president, predicted Tuesday when he spoke to the Assn. of Customer Brokers in New York. Net profit is expected to be in the vicinity of $500,000, he said.

He also predicted the FCC will end its freeze on television station construction sometime in February or March and labeled the three-year old building ban as a "major deterrent to profitable operations by the TV industry."

Reported to have told of refusing $16 million for the three video outlets now owned by DuMont—carried on the books as valued at $1.5 million—Dr. DuMont Thursday denied the statement. His remark, he said, was that the corporation had, from time to time, been approached about selling the stations individually. TV stations will eventually become the company's "greatest earners," he said, and DuMont Labs. would like to acquire two more, preferably in Chicago and Los Angeles.

DuMont Labs. showed a net loss of $319,547 for the first 40 weeks of 1951, he said [B•T, Nov. 19], a 30% drop from 1950 when the comparable period resulted in sales as high as those predicted for all 1951.

Observing that the industry at large is too optimistic about the materials situation, he reported that DuMont Labs. has gone all out for defense contracts and currently has $68 million worth of such projects on its books. Another $47 million of commercial work is expected for 1952, to make it a record sales year, he said.

He reported DuMont inventories as small, saying the corporation took losses earlier in the year when it cut prices to lower inventories and maintain production. He estimated that manufacturers, distributors and dealers still hold some 1,500,000 sets of all kinds, however.

DiMAGGIO TV

Signs for Yankees

JOE DiMAGGIO, former New York Yankee outfielder, Thursday signed a one-year contract with the club to conduct a TV show before and after every Yankee home game. He will not handle play-by-play and is limited to 10-minute commentaries and interviews. He succeeds Dizzy Dean, who will be heard in St. Louis.

New York Giants announced they would not participate in game-of-the-day broadcasts in 1952, or any other radio program carrying games on national basis. Giants will be heard on a small network covering nearby areas and not conflicting with minor league games. WMCA and WPIX (TV) New York will carry games at Polo Grounds.

PCC GATES

Report Not Indicative

ATTENDANCE at West Coast football games has increased more than 13% in television areas this year and has decreased in non-television areas, it was revealed in a report issued to Pacific Coast Conference representatives meeting in Carmel, Calif., last week.

But the representatives refused to see the figures as any clear indication of the effects of television on football attendance and agreed to withhold any action or recommendation on the television controversy until after the NCAA meeting in Cincinnati next month. Delegates agreed informally however that the results of the survey would carry considerable weight in discussions scheduled for the NCAA meet.

The attendance report showed that attendance in television areas had increased 13.6% during the 1951 season, while attendance in non-TV areas had decreased 2.5%.

Although only selected games were telecast under the NCAA test plan, professional games were carried in the areas and many schools had complained during the season that these pro telecasts were also a threat to the college game gates.

Several representatives at the conference meeting said the increase could be traced to the fact that college games were telecast without restriction in 1950 but such argument could not explain the decrease in attendance in areas not served by TV.

Others attributed the increase in attendance to better competitions, better weather and many other minor effects. As an example of the competitive situation, they cited California's outstanding strength in the league last year, which cut down competitive interest. This year Stanford emerged to topple California as the conference leader and bring a better balance to conference competitions.

DAVID & BARBEAU

New TV Consulting Firm

A NEW firm of television project consultants, David & Barbeau, has been organized by W. Russell David Sr. and Ernest A. Barbeau with headquarters in Schenectady, N. Y.

The firm will offer professional guidance for video project planning to those wishing to establish new TV stations. Initial operations will be limited to the East but a national service is planned.

Both Mr. David and Mr. Barbeau have designed, built and operated AM and FM stations. For many years Mr. David was employed by General Electric Co. in radio and TV sales and engineering work. He was GE's national sales manager for several years on broadcast equipment before joining WPTR Albany, N. Y., where he is a stockholder, director and vice president.

Mr. Barbeau was sales engineer for several years with the General Electric Co. in Chicago, Cleveland, Minneapolis and Schenectady. During World War II he was project manager of certain government radar developments. Since then he has been a radio station consultant.

FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE –

J. M. McDONALD,
Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square, Cincinnati 2, Ohio

POPULARITY DATA

Hooper Releases Nine Area Study

POPULARITY ratings for programs aired in nine television markets with a minimum of three stations were released last week by the A. C. Nielsen Co., Chicago market research firm, for the first time. The new ratings designed to judge program performance from at least three networks under "nearly identical competitive conditions," are a feature of the Nielsen Television Index, President A. C. Nielsen said.

A subscriber to the new service receives data on audience size by networks during the average minute of telecast as expressed in percentage of all TV homes in the nine cities. Corresponding minute-by-minute records also are available.

The new service, Mr. Nielsen said, "gives broadcasters for the first time a sensitive record of actual audience movement directly traceable to program factors, such as talent, commercial treatment, time of day and competition."

Areas covered in the initial report were Chicago, New York, Washington, Philadelphia, Detroit, Cleveland, Baltimore, Cincinnati and Columbus. Others may be added later.

Portions of the first report on popularity showed, for example, that about 3½ million homes were watching *Godfrey's Talent Scouts* from 8:30 to 9 p.m. At 9, about 1 million homes shifted from Godfrey on CBS to *Lights Out* on NBC. Half an hour later, another million homes tuned in NBC for *The Somerset Maugham Theatre*. After the show, about 700,000 homes rejoined CBS for the second half of *Studio One*.

Comparisons among the leading shows follow (network and total stations carrying show given in parentheses):

Program	All Station Areas	Nine Station Areas
Lone Ranger (ABC-41)	37.8	27.0
Kraft Television Theatre (NBC-42)	35.6	27.3
Alan Young Show (CBS-39)	34.5	28.2
Pabst Blue Ribbon Bouts (CBS-53)	34.1	28.8
Original Amateur Hour (NBC-54)	29.5	22.4
Studio One (CBS-51)	28.3	22.0
Speidel Show (NBC-38)	26.5	19.6
Ford Festival (NBC-45)	25.9	18.1
We, the People (NBC-36)	24.5	11.0
Plainclothesman (DuM-14)	23.8	18.3
Goodrich Celebrity Time (CBS-37)	15.4	9.1
Voice of Firestone (NBC-40)	14.0	8.2

To show the shift in audience between two networks, NBC and CBS, Nielsen issued this Monday evening table for the nine station areas:

New York Time	TV Homes Using Sets	Share of Viewing CBS	Share of Viewing NBC
8:30– 9:00 p.m.	71.7%	70%—Godfrey's Scouts	10%—Voice of Firestone
9:00– 9:30 p.m.	71.3	50 —Racket Squad	30 —Lights Out
9:30–10:00 p.m.	71.6	26 —News to Me	53 —S. Maugham Thr.
10:00–10:30 p.m.	65.5	24 —Studio One	54 —S. Maugham Thr.
10:30–11:00 p.m.	56.5	45 —Studio One	24 —Local

'Lorain Journal'

(Continued from page 29)

against the *New Orleans Times-Picayune* and *States* (WTPS) and the Western Newspaper Union (John H. Perry stations—WCOA Pensacola, WJHP Jacksonville, WTMC Ocala, WDLP Panama City).

Justice Dept. charged that the New Orleans publisher insisted that classified advertisers buy space in both morning and evening newspapers or not at all. Case was heard in U. S. District Court in New Orleans beginning last April. No decision has been rendered.

Western Newspaper Union is charged with monopoly of supplies and news services to rural weekly newspapers in the U. S. through price fixing, trade agreements and buying out competition.

SAO PAULO TV
New Outlet In Readiness

REGULAR commercial telecasting of Sao Paulo's second television broadcast service is scheduled to begin Christmas Eve.

Radio Televisao Paulista S. A. began test programming its first TV station with live and film programs. These tests will continue until Dec. 24.

Cost of the station reportedly was listed at approximately $1.5 million.

First TV station in the Brazilian industrial center, Radio Tupi (PRF-3-TV) has been on the air about 1½ years. It is estimated that there are now some 15,000 television receivers in the area. Studios and transmitter are located in the 12-story Radio Televisao Paulista Bldg. at Avenida Reboucas 1-62, Sao Paulo.

Equipment consists of an RCA antenna, Federal 5 kw transmitter, Federal microwave, DuMont studio equipment and a DuMont telecruiser. Elaborate film processing facilities are planned [B•T, Dec. 3, Nov. 26].

Officers of the licensee are Luiz Fonseca de Souza Meireiles, president; Mario Monteiro Diniz Junqueira, managing director; Victor Fonseca de Souza Meireiles, treasurer; Alfio Reis d'Avilia, business manager, and Celso G. Arantes Nogueira.

Telestatus

(Continued from page 78)

sports. The program also, he states, influenced the movie attendance of the viewers, who considered it a major source of movie information."

Dr. Dichter winds up his report with the following conclusions:

1. Our pilot study definitely shows that TV and the motion picture industry are compatible under certain conditions.

2. By expanding this pilot study into a full-fledged national project, utilizing both depth research and controlled experiments, the motion picture industry should be able to develop a positive program to accomplish the following:

(A) Re-establish channels of communication with the TV set owner.

(B) Integrate the entertainment sections of a newspaper so that the TV fan is not isolated from the motion picture section when he folds the newspaper to the TV program listings.

(C) Establish the motion picture theatre as a community center.

(D) Minimize the "misery of choice" as it pertains to film fare.

(E) Establish that the movie industry belongs to both the TV set owner and the non-TV set owner.

(F) Utilize more modern semantic and illustrative devices in selling the basic appeals of individual motion pictures by understanding the real reasons people go to the movies.

TELECENSUS FAVORS PAY-AS-SEE TV
Radio Also Rates in Survey on West Coast

CALIFORNIA set owners are decisive about "pay as you see" television, according to semi-annual telecensus of Woodbury College, Los Angeles, released last week.

It reveals that 60% of those interviewed would pay $1 a program to see top-grade unsponsored TV entertainment in their home providing it was billed to their telephone or received by coin meter arrangement.

However, the telecensus states that those same set owners wouldn't pay $1 per person to see high grade entertainment, such as major sports events, or first quality movies, at a local theatre if it were not available over home receivers.

Covering some 5,000 TV set owners in metropolitan San Diego, Los Angeles and San Francisco and adjacent areas, the door-to-door survey covered a two week period ending Nov. 30. It was under direction of Prof. Hal Evry. About 1,000 students from Woodbury College, Valley College, U. of Redlands, San Jose State College and Stanford U. conducted the telecensus.

Movies showed a gain in popularity over previous Woodbury studies.

Survey found that TV as an advertising medium still needs support of other media as indicated by purchases of cigarettes, gasoline and beer. In no case is the leading TV advertiser (in dollar volume) also the leader in sales, the telecensus states.

TV set owners listen to radio on an average of an hour and 50 minutes daily it was shown. However, some 10.7% said they do not listen to radio at all.

Sunday continues the favoriate viewing day, with an average of five hours given over to TV. Milton Berle was listed as the favorite program with wrestling and *Red Skelton Show* occupying runner-up spots.

The telecensus shows that the Japanese Peace Treaty signing in San Francisco, Gen. Douglas MacArthur's return, World Series, Kefauver Investigation, in that order, were video's outstanding events of the past year.

L&M Changes

LIGGETT & MYERS Tobacco Co., New York, will drop sponsorship of its Sunday *Soundoff* series featuring Bob Hope, Fred Allen and Jerry Lester, 7-7:30 p.m. on NBC-TV effective Jan. 6, but will sponsor a TV version of *Dragnet*, Thursdays, 9-9:30 p.m. [CLOSED CIRCUIT, Dec. 3]. Cunningham & Walsh, New York, is agency.

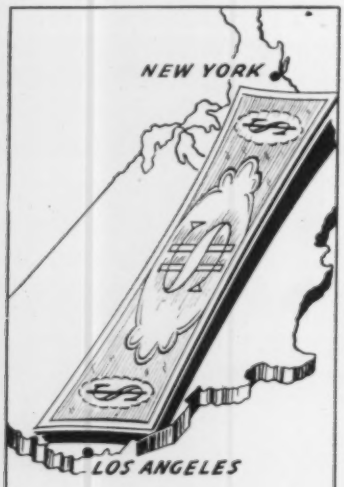
Here's **TV** *Coverage...*

A WGN-TV advertiser made an introductory offer on his first program...a one minute announcement at 11:45 p.m. Sunday night. Within 24 hours, more than 2300 cards were received from

- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

Early or late...if you want results...
call your WGN-TV representative for availabilities

The Chicago Tribune Television Station



Of Course,

a dollar won't stretch this far, but it will buy a cent-sational number of listeners on KWK.

Ask your Katz man about the low-in-cost, high-in-selling job KWK can do for you.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

Printed Media

(Continued from page 23)

penetration and radio's loss is, he explained, "not represented by a straight line but by a concave curve which is steep at the beginning but becomes flatter as time goes on." The heaviest effect has already been felt in present TV markets, but will be repeated as new TV markets open up, he said, when a new downward kink will appear on the national radio listening graph.

Displaying other charts which showed appreciable average declines in radio sets-in-use during the evening hours and less sharp declines during the daytime, Dr. Zeisel commented that these averages could not be applied equally to all radio programs nor to all types of programs. But he said that through use of this general principle the present audience loss of any program to TV and its probable loss in the future can be computed. In fairness to radio, he noted that his computations had disregarded out-of-home listening, shortchanging radio at certain hours and seasons of as much as 15% of its true value, and that radio was further unfairly discounted because not enough attention has yet been given to "the ever increasing number of TV homes with three or more radios."

No Circulation Loss

Wishing that such a clear picture of TV's impact were also available for other media, Dr. Zeisel reported that comparison of newspaper circulation figures for TV and non-TV areas shows no evidence of circulation loss. Readership surveys made by the Bureau of Advertising, he reported, show the same page traffic for TV-owners as for non TV-owners, but he noted that this comparison is not conclusive as "just how much is read on each page remains an open question." He expressed the opinion that there is some loss in intensity of newspaper reading by people in TV homes, although agreeing in the main that newspapers are probably least affected by TV.

When he tried to get information about magazine readership, he reported, he was referred to a brochure, "The Readership of Magazine Advertisements vs. the Growth of Television," which depicted TV's effect on radio and the movies but failed to compare magazine readership in TV and non-TV areas or, as it might have done as figures were available, in TV homes and non-TV homes.

However, he stated, "in some less-publicized corner of the research organization which produced this booklet, a comparison such as I have indicated was made; matched samples of TV owners and non-TV owners. This showed, he said, that "ad noting by men declined by 12%, that of women by 13%."

Why, he asked bitterly, "is this information permitted to fall under the table? Why does such correct analysis not show up in the brochure and only such stuff is presented which is poor in research design and only rich in propaganda value?"

No Data Released

When he requested comparisons of newsstand sales for TV areas and non-TV areas, "not one single publisher released these data" although they are readily available, Dr. Zeisel declared. Instead, he said, they told him that they had looked at these data and they showed no significant pattern. And when he attempted to check county-by-county ABC circulation data of magazines sold entirely through newsstands, he found that the latest detailed circulation books were over two years old, he declared. "By a curious accident this one set of data which has been readily produced by radio, movies and newspapers, which the book publishers are now producing themselves, has not been produced by magazines. It seems to me that to produce these data is a challenge to their and to the Audit Bureau of Circulation's integrity. Until this is done I shall remain suspicious. If, on the other hand, this research evidence looks as good for magazines as we are told, believe me, I shall be very happy to change my mind."

In addition to the publishers' reluctance to reveal the evidence, suspicion is justified on the basis of surveys of TV families who report less time spent in magazine reading since acquiring a TV set, Dr. Zeisel said. He cited a survey made by *Good Housekeeping*, which he praised for releasing the results, showing that 34% of all respondents spent less time reading magazines and 18% of the balance devoted less time to magazine ads.

Dr. Zeisel concluded: "It has been said by the radio people that their medium is now being penalized for having done too much and too good research—because their cards are on the table."

RADIO NEED

Enchanced by Television

THE LONGER one owns a TV set, the more sure he is that he needs radio, too.

That is the conclusion from three interviews with the same group of approximately 500 TV families in the New York-New Jersey area (the world's first television market) over a 30-month period by Advertest Research. In May 1949, November 1950 and November 1951, Advertest interviewers asked this question:

"Do you think that you will continue to listen to the radio, or do you think that television will entirely replace radio listening in the home?"

In May 1949 less than half (47.7%) of those interviewed expected to go on listening to the radio, while 52.3% felt that television would supplant radio entirely. The following year, 61.3% thought they would go on using their radios a while longer, while 38.7% anticipated radio's demise at the hands of TV. This fall, more than three quarters of the group (76.8%) are sure that radio is here to stay; only 23.2% expect TV to replace it completely.

The original interview was made with 512 TV owners. The repeats were made with the same group, except for those who had moved, who refused to be interviewed, etc.: 488 in the second survey, 452 in the third.

Capper Is Ill

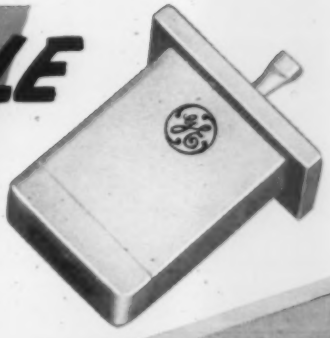
ARTHUR CAPPER, former U. S. Senator from Kansas and head of Capper Publications (KCKN Kansas City, WIBW Topeka), was in a critical condition late last week after suffering an attack of pneumonia.

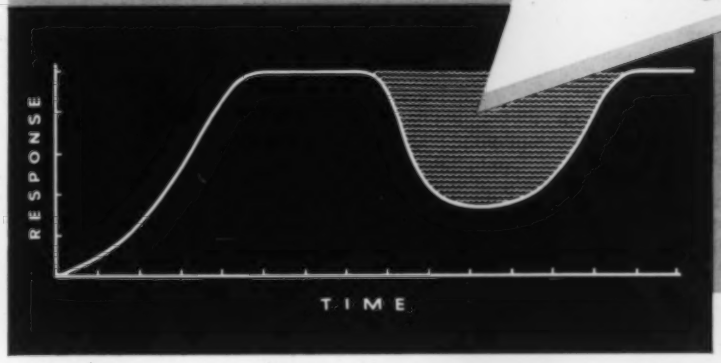
TOM MOOREHEAD, sports director WFIL Philadelphia, will entertain five hundred children at his fourth annual Christmas party on December 15. Each child will have a Christmas dinner and receive toys and games. The children come from various churches, schools and orphanages in Philadelpia.

Entering the New Year
with a record based on
AGGRESSIVE
GROWING
RADIO
See Our Double Spread
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

PLUG THAT HOLE

in your radar-response curve with G. E.'s new A-TR Type GL-6038!





Short recovery time is a built-in feature!

NOW READY FOR DESIGNERS AND USERS! General Electric's pace-setting A-TR tube licks slow recovery time by employing a long-life deionizing agent.

MEANS A BETTER SCREEN IMAGE! The fast recovery of the GL-6038, by levelling off the radar-response curve, helps produce a screen image that is steady and complete, with no fadeout tendencies. Your equipment "sees" more dependably.

BE SAFE, BE SURE . . . SPECIFY G-E! Broad-band gas switching tubes for microwave applications were pioneered by G-E. This research and extensive know-how stand squarely back of the new GL-6038's performance, as with other TR, A-TR, and Pre-TR types bearing the G-E name. Get up-to-the-minute information! Wire or write for Bulletin ETD-158. *General Electric Company, Electronics Division, Section 9, Schenectady 5, New York.*

G. E. OFFERS THESE HIGH-PERFORMANCE GAS SWITCHING TUBES TO MEET YOUR MICROWAVE NEEDS

GROUP	TYPE NO.	FREQ. RANGE	MAX PEAK POWER	LEAKAGE POWER	RECOVERY TIME, MAX
TR	GL-1B63-A	8490-9578 mc	250 kw	30 mw MIN FIRING POWER	4 mu sec at —3 db LOADED Q TYPICAL
A-TR	GL-6038	9000-9600 mc	100 kw	5 kw	4
	GL-1B35	9000-9600 mc	250 kw	5 kw	4
	GL-1B37	8500-9000 mc	250 kw	5 kw	4
	GL-1B44	2680-2820 mc	1000 kw	20 kw	4
	GL-1B56	2775-2925 mc	1000 kw	20 kw	4
PRE-TR	GL-1B38	2700-2910 mc	1000 kw	100 kw	LEAKAGE ENERGY .0002 joules

GENERAL ELECTRIC

185-K7

Respects

(Continued from page 58)

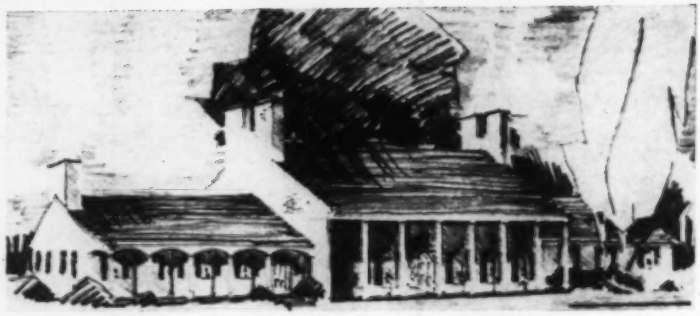
and tour services.

In late fall of 1939, Art Kemp, then Columbia Pacific sales manager, and now a McCann-Erickson vice president in New York, sent Mr. Shaw to San Francisco with assignments to call on food brokers and company representatives and convince them of radio's powerful sales support. He did convince many of them. As a result, he also convinced Mr. Kemp that he had good material on hand for a future salesman. As result, Mr. Shaw in May 1940, was named Columbia Pacific account executive, a post he held until enlistment in the Army Air Force 18 months later.

After four years as a twin-engine pilot and instructor, Mr. Shaw rejoined CBS in November 1945 as a KNX-Columbia Pacific account executive in Hollywood. It was three years later that he was named assistant sales manager.

He was transferred to New York on April 1, 1950, to become an account executive for Radio Sales Inc., predecessor of the present CBS Radio and CBS Television spot sales organizations.

Three months after he arrived in New York, Mr. Shaw became eastern sales manager of Radio Sales Inc. He held that post until his present appointment on Sept. 4, 1951. It brought him back to Columbia Square in Hollywood as general manager, 12 years and 11 months from the day he joined the network's staff as a guide.



ULTRA-MODERN studio building, first step in the development of the 260-acre WRFD Radio Farm, to be dedicated with week-long ceremonies shortly after the first of year. The WRFD Worthington, Ohio, building is located on Route 23, 14 miles north of downtown Columbus.

Since CBS policy requires a considerable degree of autonomy in the operations of regional and local units, his area of responsibility is quite comprehensive. In addition to supervising operations of 50 kw KNX, he also supervises regional programming and sales for the 41 affiliated radio stations in the 11 western states.

Part of his enthusiasm for returning to his native West and "western living" is engendered by belief that radio is particularly well adapted to the sprawling, rich, growing and constantly changing Pacific Coast market.

A dyed-in-the-wool Californian, Mr. Shaw's unabashed championship of the West during his stay in New York, earned him a "chamber of commerce" label around 485 Madison Ave. It also earned him an outstanding sales record for the Columbia Pacific Network and western stations represented by CBS Radio Spot Sales.

"I've never believed in selling radio by anybody's ratings," Mr. Shaw says, "but rather by its effect on moving the advertiser's merchandise.

"It's better, I believe, to prove your point with radio's excellent sales results, than to have ratings alone take the client's eye away from the fact that his wares are moving better than ever."

A firm believer in the effectiveness of local talent, which he considers as another extension of radio's invaluable community and public service, Bill Shaw also stresses the value of service to the advertiser.

His own sales philosophy contains the basic elements of hard work and service which are the essentials of most selling.

"I've found my most successful selling was when I determined what an advertiser wanted to sell, how he wanted to do it, what audience he wanted to reach and then came up with a program or schedule tailored especially for his requirements," Mr. Shaw stated.

"The day you really begin to work for a client is the day his show goes on the air," he continued. "From then on, the job his program does for him is to a large part determined by the support and promotion designed for it by both the client and radio."

Mrs. Shaw is the former Jacqueline Parkinson of Sacramento whom he met while stationed there during the war. Married in the city on July 6, 1943, the Shaws have two sons, William D. Jr., age 6, and John P., age 4. They make their home today in Encino, Calif., which is located in San Fernando Valley.

Hobbies are closely connected with Mr. Shaw's business and family. Of prime importance to him is the time he spends with the family at home or the beach. Sailing and golf are favorite outdoor pastimes. Most of his reading however is closely connected with the radio industry, although biographies often compete with trade publications for Mr. Shaw's attention.

Having recently rejoined the Hollywood and Los Angeles Ad Club, Mr. Shaw also is a member of Alpha Delta Sigma, national advertising fraternity and Delta Tau Delta, national college fraternity.

KCMC and KCMC-FM

TEXARKANA, TEXAS

ABC-TSN

In Texarkana more people listen to KCMC, daytime or nighttime, than all other stations combined! Put KCMC's programming know-how behind your sales message — where dollars flow from oil, agriculture, manufacturing, livestock. Dollars to buy your products!

239,330 PEOPLE

LIVE WITHIN KCMC AM-FM .05M-V/M AREA

Represented by

O. L. TAYLOR CO.

Frank O. Myers, Mgr.

KAMD CAMDEN, ARKANSAS

KAMD-MBS is the pioneer station of South Arkansas serving Ouachita County. Camden is the home of one of the largest Navy Ordnance installations. Thousands of residents employed in vast paper mills, furniture factories, lumber industry, and agriculture.

RUSS ESCAPEES

Appear on WEMP Program

EXCLUSIVE interview-type broadcast featuring four escaped Russians highlighted WEMP Milwaukee's observance of Freedom Week in the city's 1,500-seat Vocational School Auditorium last Friday.

General theme was "If You Lived in Soviet Russia," with views expressed by a Russian engineer, housewife, teacher and a worker. WEMP Newsman Don O'Connor introduced the program and conducted the narration. Milwaukee celebrated Freedom Week Dec. 7-15, with the twin dates marking the anniversaries of Pearl Harbor and adoption of the Bill of Rights.

In advance of the special program, the station aired spot announcements urging attendance and also scheduled newspaper ads encouraging observance of the week. Program was heard 8-8:30 p.m.

Antenna Materials

THREE firms have been granted adjustments of their aluminum quotas for the nearly-ended fourth quarter to manufacture radio-TV receiving antennas. The companies are Berks Electric Service, Temple, Pa.; Antenna Products, Chicago; Charles A. Laureigh, Orange, N. J. Relief was granted from Nov. 27 allotments on the basis of "hardship." Firms received extra quantities ranging from 1,800 to 7,800 pounds.

CHNS

HALIFAX NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

In the Public Interest

WGAR Cleveland was instrumental in uniting a European orphan and possible relative who is now a Cleveland businessman. The orphan, Hanka Traub, 11, was found in the Auschwitz prison camp after World War II. Hanka was then only 6. It was believed her parents had been liquidated. The Cleveland merchant, George Traub, a refugee from Prague a dozen years ago, heard Hanka speak over WGAR and phoned the girl. She resembles cousins of Mr. Traub, who were liquidated, and slightly resembles Mr. Traub. The Cleveland merchant is making arrangements to adopt Hanka if no close relatives can be located in Prague. Hanka is touring the U. S. under the auspices of the Foster Parents Plan.

* * *

Auction for Hospital

WILK Wilkes-Barre, Pa., in cooperation with the Wilkes-Barre Kiwanis Club, sold more than $6,000 of merchandise to over 5,000 bidders during a radio auction from 5 p.m. to midnight, Dec. 1. Entire net proceeds went to build a new children's ward at the Wyoming Valley Hospital, Wilkes-Barre. This was the second consecutive year that WILK and its staff, and Kiwanians, donated time and facilities to the radio auction. Last year proceeds were used to remodel the children's ward at Wilkes-Barre General Hospital. Billboards, carcards, newspaper ads, window cards and spot announcements over WILK promoted the auction.

* * *

Home Safety

KMTV (TV) Omaha, under the supervision of the Omaha Safety Council, conducted a contest entitled "Home Safety Pays Off Because . . ." Viewers were asked to complete the contest sentence and forward their entries to KMTV. First prize was an RCA table-model TV set. Second and third prizes were RCA 45 rpm record players. Safety officials termed the contest an outstanding success in that it made "hundreds of families home-safety conscious which will pay off in years to come in a minimum of home accidents."

* * *

Classical Music Library

WDRC Hartford is donating to the Hartford School of Music a library of more than a thousand classical orchestrations and which is valued at several thousand dollars. In addition, WDRC is donating more than a thousand records to the Hartford Tuberculosis Society and the Trinity College radio station, WRTC.

* * *

In Wake of Tragedy

TRAFFIC death of a Milwaukee policeman during civil defense maneuvers had its brighter side, thanks to WEMP Milwaukee's Bob Larsen, conductor of the *Coffee Club* show. Mr. Larsen mentioned the death of the patrolman, known as "Whitey", and received a $1 contribution from a listener with the suggestion that Milwaukee's children start a fund for the widow and four children. WEMP received a stream of nickels, dimes and quarters from the patrolman's young friends.

* * *

KFMB Fund Raising

KFMB San Diego aired a six-hour show to raise money for the city's Community Chest Drive. The show, *The Navy Goes to Town*, was designed and staged by station's executive editor, Paul W. White and featured talent from seven area Navy and Marine bases. Pledges already have gone over the $2,000 mark.

* * *

Station Scholarships

KITO San Bernardino, Calif., has established a scholarship fund at U. of Redlands for deserving young men and women wanting higher education. J. J. Flanigan, president and general manager KITO, in setting up $2,000 scholarship award said, "Radio is very much a part of the civic and cultural life of every community and should do everything possible to promote better communities." First award went to local girl graduate of San Bernardino High School. Station also presents weekly program featuring president of University, to further interest and appreciation in education.

* * *

Voice Recordings

IN A MOVE to boost the sagging local Community Chest drive, WFLA Tampa, Fla., came up with a novel idea. Every person who contributed $1 or more to the Red Feather fund was given an opportunity to hear his voice over the air. Station sent out three announcers—Mardi Lyles, Pat Chamburs and Milton Spencer — for street interviews. Tape recordings were played back on two successive days during the *Gulf Coast Serenade* and *Shaw Business* programs.

CBC Holiday Policy

CANADIAN Broadcasting Corp., Trans-Canada and French networks will carry no commercials, except institutional announcements in connection with network programs, on either Christmas Day or Good Friday, according to a new ruling. Dominion network will be allowed to carry commercials on Christmas Day but not on Good Friday. This gives listeners a choice, as some Canadian listeners have objected to commercials on Christmas Day. Independent stations are not covered by ruling and make their own policies.

ANTI-NARCOTICS

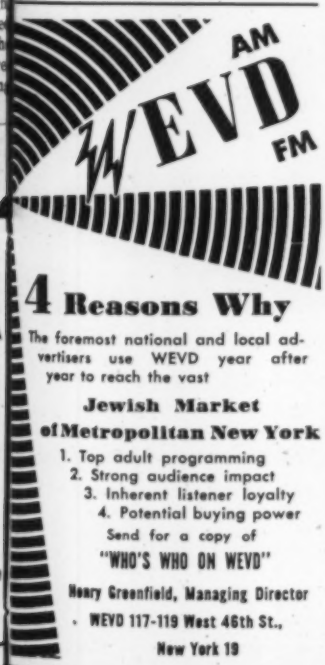
NBC Serial Sets Theme

NILES TRAMMELL, NBC board chairman, set the public service keynote of NBC's *Life Can Be Beautiful* radio series Thursday afternoon when he introduced three leaders of women's groups who are scheduled to discuss narcotics as a social problem on subsequent programs.

Participating in the serial drama are Mrs. Hiram C. Houghton, president of the General Federation of Women's Clubs, who appeared Thursday and Friday; Mrs. Iler Campbell, national president of the American Legion Auxiliary, and Mrs. Helen Cassidy, national chairman of radio and TV department for Veterans of Foreign Wars Auxiliary, both of whom are scheduled for broadcasts today (Monday) and tomorrow. An official from the U. S. Narcotics Bureau will appear later in the month.

Crosley Buys Building

PURCHASE of a 2½-story brick building in Cincinnati was announced last week by Crosley Broadcasting Co. The building, within 50 feet from the main entrance to the present Crosley Square Bldg., will be used for WLW and WLWT (TV) offices. Several offices are expected to move into the building this month.



4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

programs promotion premiums

WIDE OPEN SPACES

WCKY Cincinnati presenting listener-participation show, *America Outdoors*, Sat., 5:30-6 p.m. Sportsmen and sportswomen are invited to send outdoors questions, tips, oddities and tall tales. Writers of letters used on program awarded gifts of sportsman equipment. An outstanding sportsman, conservationist, or outdoors organization is saluted on the program each week by Jim Thomas and John Murphy, veteran outdoorsmen, handling the show.

RCA BOOKLET

"THE STORY OF TELEVISION," 40-page glossy booklet, was issued last week as a progress report on industry by RCA. With an introduction by RCA Board Chairman David Sarnoff, booklet considers television's new horizons, its phenomenal postwar growth, RCA television research, RCA color television, and RCA-NBC "firsts" in the field. Widely illustrated brochure, in showing performance and proportions of television, indicates that video has become major art and industry, with promise of even wider service than it now provides.

YOUTH PROBLEMS

KPIX (TV) San Francisco, *Ask the Experts*, Mon., 4:30 p.m., features high school students discussing problems of youth with experts in various fields. Using a forum-type format, half-hour program is creation of Carol Levene, San Francisco freelance producer, and is presented by Junior League of San Francisco.

Advertising is bought by the **group** of executives who plan **marketing** strategy and tactics.

Printers' Ink is read by the whole marketing group of advertising, management, sales and agency executives who are the leading **buyers of advertising.**

CHRISTMAS CAROLS

WIBW Topeka, and KCKN Kansas City, sending trade and advertisers promotion brochures with book of Christmas carols enclosed. Cover has message carried over to second page from General Manager Ben Ludy, saying "To wish you a merrier Christmas . . . WIBW Topeka and KCKN Kansas City send you this book of 'Christmas Carols' with the sincere hope that it may add to your enjoyment of this and many other Christmas seasons."

TEAR SHEET PROMOTION

WCBS-TV New York and KNXT (TV) Los Angeles distributing tear sheets of full page newspaper ads to the industry plugging new Edward R. Murrow show, *See It Now*, Sun., 3:30-4 p.m., EST. Ad consists of picture of Murrow and copy reading in part, "a . . . report of the week's significant events, some of it on film, some of it happening before your eyes . . . From your own armchair, you will witness the world."

CIVIL DEFENSE SHOW

WFMY(TV) Greensboro, N. C., Dec. 8, presented program explaining operations of ground observer corps of state civil defense. Program featured special exhibit flown directly from Kansas City, Mo., for show.

TOP NEWS COVERAGE

WTTG (TV) Washington, Dec. 10, began presenting top world news coverage through facilities of 20th Century Fox and United Press. Film will be delivered to station three times daily with wire open from UP and Washington City News Service for further coverage.

AUTO RADIO TAGS

WRFD Worthington, Ohio, distributed 25,000 two-color tags for car radios to Columbus auto dealers. Tags are tied to knobs of radios to remind listeners "This radio is in tune with 880kc for Ohio Motors, Inc., News presented Monday, Wednesday and Friday at 8 a.m. on WRFD."

TEEN-AGE TREAT

WERE Cleveland disc jockey Bill Randle has been taking the mountain to Mahomet recently with his scheme of taking popular night club acts around to canteens, church groups and high schools. Since most of the acts appear in nite spots where teen-agers cannot venture, Bill's efforts, and the efforts of the stars he has escorted, which include such headliners as Tony Bennett, Johnnie Ray, and the Four Aces, has paid off handsomely. Since the program keeps the high schoolers from trying to get into places not for them, yet brings their favorite artists around for them to see, letters from students, teachers and directors of the schools have poured in. The artists don't mind, either. It's the teenagers who buy their records.

RECORDING SERVICE

WBAL-AM-TV Baltimore offering complete modern recording service to local advertisers and agencies who previously went out of town for the job. Pamphlet states new recording facilities are unmatched in the city and lists advantages under headings of "Equipment, Sound Creation, Master Pressings, Individual Pressings, Reference Service, Audition Service, and Packing & Shipping."

PUPPET SHOW

KNBH (TV) Hollywood, *The Adventures of Patches*, new daily 6-6:15 p.m. puppet program, written and produced by Charles Shows. He has worked with PTA to promote character building stories. "Patches" concerns orphan whose life is dull until his fantastic imagination offers escape. Invented polka dot rabbit provides many exciting adventures. Don Messick and Larry Harmon are featured. Trent Christman directs.

NEW FOR OLD

MECK Div. of Scott Radio Labs., which sponsors Wendell Hall on WBKB (TV) Chicago, giving one of company's big-screen "Red-Head" TV sets each week to owner of oldest television set as reported to dealers in area. John S. Meck, president, said offer is being made to stimulate replacement set market by focusing attention on older sets still in use. He said two-thirds of million-plus sets in area were bought within the last 18 months. The Hall show is telecast Mondays through Fridays at 10:45 p.m.

'CRUSADE FOR FREEDOM'

WENT Gloversville, N. Y., in cooperation with Crusade For Freedom, recently staged six-hour disc marathon. Entire station staff and several local officials took part in affair which lasted from 8 p.m. to 2 a.m. Results were very gratifying as final tabulation showed approximately 1,870 phone calls received and local campaign fund swelled by several hundred dollars.

BIRD CONTEST

WHK Cleveland's Bill Gordon used a tie-in with the Ohio Color Breeders (birds) to start another of his contests, "Get the Bird Contest." Mr. Gordon asked his listeners to name a canary and give their reasons for wanting bird. After one week of appearing with Mr. Gordon on his show, whistling and chirping, the canary and the contest drew 2,500 pieces of mail. The winner received her prize at Mr. Gordon's personal appearance at Color Breeders Annual Show.

SUPER HOT-ROD

KRON-TV San Francisco recently gave public chance to view XP-300, General Motors Co., "million dollar hot-rod." Charles A. Chayne, GM vice president in charge of engineering explained features of experimental model on the Lu Hurley show. View on KRON-TV was first television appearance anywhere of car.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

Open Mike

(Continued from page 52)

ing bad bills in several cities ranging all the way from Detroit to Augusta.

A follow up of the story by the *Town Crier* disclosed that Charley Pond, one of the principal Atlantic Refining Co. dealers in Augusta and a co-sponsor of the program, was the man who had caught the [wanted man].

How close can sponsor-station relations get?

John W. Watkins
Manager
WBBQ Augusta, Ga.

* * *

Author, Author

EDITOR:

Several months ago you ran a small article about a book about to be published. It was called "Disc Jockey Showmanship" and the author was said to be Ben. J. Murray of Showmanship Co., 630 Ninth Ave., New York 19, N. Y.

On June 5, 1951, I wrote to Mr. Murray and he asked me to send $9.85 as the "pre-publication price" of the book, which was promised for about Aug. 10, 1951.

I sent the $9.85 on June 19, 1951, but, up to date, have neither received the book nor even a reply to my many letters of inquiry.

Please tell me whether any member of your staff knows anything about Murray or his outfit . . . .

Charles F. Mayer
Mayer & Mayer, Attys.
Dallas

[EDITOR'S NOTE: Mr. Mayer and others with his problem may reach Mr. Murray at his home address, 52-30 39th Ave., Woodside, L. I., N. Y. Mr. Murray's wife told a BROADCASTING • TELECASTING reporter last week that Mr. Murray had been "out of town" and that a fire at his publishers had postponed production of his book.]

* * *

How to Use P.I.s

EDITOR:

For lo these many years, I have consistently deposited all P.I. propositions in the waste basket. Now, however, I have seen the error of my ways and make good use of them.

From every morning's mail I weed out the P.I.'s, attach a personal memo, and remail to some local client with whom the deal would compete . . . As an example, a phonograph record P.I. would be relayed to a local music store something like this:

"Dear Tom: Inasmuch as you have advertised with us consistently for several years, we know you are interested in our progress and success. You will rejoice with us as you read the attached proposition offering us the opportunity to peddle records directly to our listeners. My poor heart bleeds, however, because station policy does not permit us to grasp this golden opportunity. We could not conscientiously accept business which competes with our advertisers. I guess we'll have to continue creating the desire and demand and let you sell the records."

E. Anson Thomas
Manager
KFXJ Grand Junction, Col.

* * *

Bad Connection

EDITOR:

In a report concerning the Jananese TV network project on page 82 of your Nov. 19 issue, two erroneous, and rather embarrassing, statements were made.

In referring to the two members of the planning group who, with Major Holthusen, had drawn up the plans for the Japanese TV network and who have returned recently from Japan, it was stated that: "One of the representatives, presumably an engineer, is associated with RCA." And "another member of the Holthusen unit is a representative of Philips-Eindleoven, Dutch manufacturer."

The fact is that the two persons, Dr. Walter Duschinsky, who was responsible for the studio planning work in Tokyo, and the writer, who drafted the network system plan, are independent consultants, with no affiliation whatsoever with either RCA or Philips.

Dr. Duschinsky and the writer are associated with Murray G. Crosby, president of Crosby Labs. Inc., Mineola, N. Y., as partners in Telecommunications Consultants, New York. . . .

William S. Halstead
New York

* * *

Banzai

EDITOR:

. . . We are very grateful for useful informations appearing in your magazine. . . . They are very helpful for our study of American broadcasting and television in general. Among them, the article in Sept. 24, 1951 issue of your magazine under the caption "Foreign TV" proved to be particularly useful to us, because it provided us with recent data on television in various countries of the world, which we have been anxious to know about.

Shigeru Nakamura
Head
Radio Culture Research Institute Broadcasting Corp. of Japan
Tokyo, Japan

ALLEN B. DuMONT Labs announced last week that it is now giving receiver manufacturers 100% protection on DuMont cathode-ray picture tubes for a period of six months from the date the set is installed in the consumer's home. The former guarantee period ran from the date the tube was purchased from the tube manufacturer.

ATTENDING party marking opening of new KCBQ San Diego studios in a San Diego resort hotel Nov. 30 are (l to r): Harry Mitchell, KCBQ all-night disc jockey; Charles E. Salik, KCBQ owner-manager; Harry Babbitt, CBS vocalist; William D. Shaw, general manager of Columbia Pacific Network; Billy Wardell, CBS artist, and Ole Morby, head of Western Div., CBS station relations. KCBQ has converted 7,500 sq. ft. of the hotel into an ultra-modern radio station. Official opening coincided with KCBQ's fifth anniversary. Party was climaxed by half-hour dedication broadcast. Civic leaders, 450 businessmen and advertising men also were on hand.

NABET CHOSEN

Wins KEX Election

NATIONAL Assn. of Broadcast Engineers and Technicians was named bargaining representative for engineers at KEX Portland, Ore., in NLRB elections held last week. Approximately 13 engineers were involved at the ABC affiliate, which formerly held a contract with International Brotherhood of Electrical Workers.

NABET also has filed petitions with NLRB seeking jurisdiction at five other Portland stations currently represented by IBEW. Stations are KGW (NBC), KOIN (CBS), KPOJ (MBS), and KPDQ and KWJJ, independents. A total of about 45 engineers and technicians are employed at these stations.

Check

WREN'S
BONUS AREA

Retail merchants 30 miles from Topeka buy WREN to get productive sales results in their own town. CHECK WREN'S BONUS AREA!

WREN
TOPEKA
5000 WATTS—ABC

Weed and Company, National Representatives

Agencies Rate Raters

(Continued from page 26)

the respondents. As there were really three parts to question 1 ("do you believe, accept and use...") I received many statements in the following vein:

"Use in emergency, do not believe or accept."

"Those marked with a question mark are sometimes of doubtful value or have been open to considerable question at times."

"Yes and no. We use it—I don't believe it."

"All services must be improved and expanded before they are accepted as believable. We believe them as indication; we accept them because there is nothing more expansive sample-wise to accept; we use them, based on our belief and acceptance evaluation only. Their very differences expose weaknesses which could be booby-traps if accepted without reservations."

(After a "no" for one service): "Had unfortunate experience with one special survey."

(Underscored word "accept") "This is a strong word. We use them for guide and comparative purposes, but recognize the inherent limitations in each method. We believe stations and networks must work on this rating muddle which is getting worse and having a terrific bad effect."

Respondents marked question 1 as follows:

Question 1. Do you believe, accept and use audience data (share of audience, composition of audience, time segments, ratings, etc.) of:

	YES Percentage of Replies	*NO* Percentage of Replies
ARB	35.8	15.5
CONLAN	32.6	19.2
HOOPER	82.3	(3 replies)
NIELSEN	70.5	5.8
PULSE	77.5	4.2
TELE-QUE	27.2	17.0
TRENDEX	12.3	18.7
VIDEODEX	32.0	11.7

It should be noted that six questionnaires were returned with statements to the effect that not one of the eight services listed was believed to be accurate. Although six represents only a small percentage of total returns, nevertheless included in the six are several of the country's heaviest buyers of radio and television time.

HARRY BURKE, general manager of KFAB Omaha, gives visiting Russel Woodward, Free & Peters vice president, a preview of the station's 1952 ad campaign. Mr. Burke said he found advertising is more effective when it follows a basic theme. KFAB's 1952 promotion will use "blue ribbon achievements" as its theme.

Question 1 asked only if the services were believed, etc. However, in question 2, I asked for specific ratings of the raters. Here are the first two choices of the agencies:

Question 2. Please rate the services in the order of your preference (1-2-3 etc.).

	FIRST CHOICE Percent of replies	*SECOND CHOICE* Percent of replies
HOOPER	35	23
PULSE	30	18
NIELSEN	23	15

Remainder of firsts and seconds divided among other services.

Thus, the agencies themselves, have not been able to choose one service by an overwhelming majority. In fact, returns have shown that within a single agency a difference of opinion exists. How then, can we, who sell the time, prepare intelligent sales presentations for our stations. For example, our report shows 82.3 percent of the respondents said they believed, accepted and used Hooper. However, only 35 percent rated Hooper the number one choice and 23 percent rated the service second to some other.

Clearly the entire blame for the rating situation cannot be shifted to the local station and networks—they merely furnish the material requested by agency and advertiser.

Criticism of the rating services was just as sharp in question 2 as in the previous one. One service, however, drew more unfavorable comment than the others combined. Typical of the reaction of the agencies to this one are;

". . . Usually favors sponsor of survey."

"We note great discrepancies at times and suspect favoritism. This service has a bad reputation it seems to me and ratings are taken with 'lots of salt'."

"My only opinion is that . . . is the least reliable."

"Last on any list."

Comments on other services ranged from:

"More accurate now than in past" (after checking one).

"Probably low."

"Inflated."

Another, after marking one service No. 2, wrote, "would be No. 1 if greater sample." After the No. 1 choice was this note, "except object to lack of early morning, late night, and no toll-call measurement."

Although many respondents refrained from appending their personal thoughts or reasons for their selections, it is apparent no single research service has completely won the confidence of the agency field. Three services share in 88% of first choices, with the top one receiving only 35% of total first choices.

As the research services measure only a small part of a strong station's actual audience and usually warn against projecting published ratings to entire coverage area, I asked in question 3 for an indication of the method preferred in obtaining the total audience.

Question 3. For total station audience, do you accept:

	Percentage of Replies
BMB	72
½ MV/M contour map	34
Either	30
Prefer BMB	70
Prefer ½ MV/M contour	(11 respondents)

Thus, it was BMB by an overwhelming majority.

Surprising as it may be to some, a number of respondents stated they preferred a mail map of the station's audience. One of the most thought-provoking comments on this question is this: "If mail maps are not available, we study both BMB and ½ MV/M contour maps. The former are purely indicative and mean very little to us. The millivolt maps show us where we can expect results IF WE ARE SMART ENOUGH TO PRODUCE A SHOW PEOPLE LIKE. They do not mean that a station has listeners in that area, but merely that we may expect to win listeners there IF WE KNOW HOW."

Another wrote: "We accept your listed factors to as much extent as we accept a newspaper's circulation figures. What we are more interested in are the EFFECTIVE AUDIENCE figures, and those we can relate only through sales results."

Well, there is the reaction of the country's leading agencies to the present rating-audience measurement free-for-all. Perhaps you disagree with their selections and comments. I do, in several respects. However, this survey was conducted to learn *their* thoughts, and I believe it has succeeded. Where do we go from here? I, for one, and I'm certainly not alone, would like to see the industry run—not walk—straight to a total circulation system.

Does it make sense for the broadcasting industry to submit information purporting to prove "X" number of listeners heard a one-minute announcement within a time segment, when across the hall, in another part of the agency, outdoor advertising (for example) is purchased on a mere statement that "500,000 people pass this corner every month"? No mention is made of the number of people who raise their eyes to see the sign, much less the number who actually read the message.

Or, how many people do you think read the one-inch ad, 19½ inches from the top in column 6 on page 57 in today's *New York Times?* The ad immediately below? The ad to the right? Nobody knows, and nobody asks.

But, how many listeners do you

Brisacher Estate

EMIL BRISACHER, late president of the advertising agency of Brisacher, Wheeler & Staff, left an estate worth $570,175, it was revealed in an inventory filed in San Francisco Superior Court last week. Mr. Brisacher died last January at the age of 54. He left his entire estate to his widow, Isabelle Brisacher, who held a joint tenancy in the property and other assets of the estate.

WIBA
MADISON
WISCONSIN
NBC
26 YEARS
OF SERVICE
to the
MADISON AREA
THE
OCTOBER 1951 HOOPER
NOW AVAILABLE
Write or Call . . .
Avery-Knodel, Inc., Representatives
Badger Broadcasting Company
5000 WATTS ON 1310 . . . ESTABLISHED 1925

ave in your participation program at 4:29 p.m.?

At 4:29 p.m.? (without a moment's hesitation) At 4:29 we have 2.9.

A 2.9! You're killing me. Why the North Overshoe, Mass., *Daily Post* gives me 10,000 guaranteed circulation; *their* research department tells me most people take the paper home where the average family numbers 3½ members above the age of 12; that's an additional 35,000 circulation. *Their* surveys indicate that 40% pass the publication along to friends where it is read by 2¼ more people (nonsubscriber's families are always smaller). Then, a special survey they recently made proves the children take the papers to school where they are used in the classrooms. Classes now number 50 children; here the janitor collects them and sells them to the junk man . . . he reads them, his children (etc. etc. *ad infinitum*). Now just how does your 2.9 stack up against that 452,000 circulation of the North Overshoe *Daily Post?*

But how many read your ad?

Why, a-a-a-a-a.

Too often the size of the ratings determine the amount of commercial business placed on a station. This is one of the greatest evils of the entire method of rating interpretation. Let me give you an example of a rating open to question, and yet, because of it, the station probably lost business.

Several months ago, while analyzing a rating service, I found one station with *five consecutive* daytime quarter-hours with "no listeners found in this sample." The station is a network affiliate, 1kw on a 610 frequency, broadcasting in a metropolitan area of approximately half-million population. And yet, according to the report, the station had no audience for an hour and a quarter during that part of the schedule when set-in-use were reported second highest of the entire broadcast day.

Everyone knows — or should know—that every station has an audience every minute it is on the air . . . that a station would have an audience if it broadcast nothing but a solo on a bagpipe with sticky brass pipes. Somebody would listen.

Happily, from the comments on our survey, I detect a glimmer on the horizon. Agencies apparently are becoming more aware of a solid circulation figure, rather than fluctuating ratings. Perhaps the day will come when radio and television time will be sold exclusively on circulation figures and their various projections and interpretations.

I say *sold*, for I believe the industry itself should initiate the plan. We should talk circulation, think circulation and, most important, present circulation figures when selling our stations.

FORMAL ceremonies dedicating the 118-mile New Jersey Turnpike were broadcast Dec. 7 in hour-long program, 6:30-7:30 p.m., by WNJR Newark.

WABB ORPHAN FUND GROWS UP

ABC Carries 'Jaycee' Appeal Nationwide

ORPHANS throughout the country were given a boost earlier this month in a nationwide program over ABC as an outgrowth of a local public service program initiated in Mobile, Ala., last year by WABB in cooperation with the local Junior Chamber of Commerce.

Last year's Mobile drive proved so gratifying to the Junior Chamber and the citizens of Mobile that the national businessmen's group decided to extend its Christmas spirit to other cities, WABB notes.

The program, *Jaycee Christmas Tour*, was aired by ABC Dec. 8, 7:30-8 p.m. in each town where, at the some time, disc jockeys teamed up with the local Junior Chamber of Commerce chapter to create shopping funds for orphans and underprivileged children.

The show starred Jimmy Durante, "chief foster father," Bob Crosby, Smiley Burnette, Don McNeill, Johnny Desmond, Patsy Lee, Sam Cowling, Lee Price, president of the chamber, and Johnny Long and orchestra. Buck Long, WABB staffer, was announcer.

A week-long drive following the program raised money that was equally distributed to youngsters in each community. Jaycees escorted the children through stores in groups for their holiday shopping.

TOSCANINI-NBC Symphony orchestra concert for benefit of the Italian Welfare League on Dec. 22 will be under patronage of Italian ambassador to the United States, Albert Tarchiani and Mrs. Tarchiani and of the Italian consul general in New York, Aldo Mazio, and Mrs. Mazio.

AM-TV COVERAGE

Tigers Announce Expansion

IN THE midst of the current dispute over what damage TV and radio broadcasts of baseball games do to attendance, the Detroit Tigers announced an expansion of their 1952 facilities.

All games, at home and away, will be broadcast "live," with the Goebel Brewing Co. sponsoring the broadcasts. WJBK Detroit will be key station for the Goebel Baseball Network, consisting of 36 stations in Michigan, Ohio and Canada.

At the same time, there will be no reduction in the Tigers' TV coverage, with WWJ-TV bringing the games to Detroit viewers, also under Goebel sponsorship. Announcer Van Patrick will travel with the team and do both AM and TV play-by-play.

KLAC Hollywood now on 24 hour daily Monday through Saturday schedule.

RADIO FUTURE

WFAA Ceremony Hears Jahncke

A STRONG vote of confidence for the future of radio was registered at dedication ceremonies Dec. 6 of the new $250,000 transmitter of WFAA (570 kc) Dallas.

Ernest Lee Jahncke, ABC vice president for radio, keynoted his speech by saying, "We haven't had any fire sales on radio sets."

Executives of the *Dallas Morning News*, headed by President E. M. (Ted) Dealey, joined with officials of the *News*-owned WFAA (570 kc-ABC, 820 kc-NBC) and WFAA-TV to be hosts to more than 100 area advertising representatives at a luncheon in Dallas' Hotel Baker.

Martin B. Campbell, WFAA general manager, seconded Mr. Jahncke's thoughts on radio's outlook. "We here at WFAA have invested a quarter of a million dollars in a radio installation," Mr. Campbell said.

"This is the most concrete testimonial I know to affirm our faith in radio as a continuing medium that reaches more people at more times than any other single medium at the advertiser's disposal," he added.

Attack Recalled

Lorrin Thurston, publisher, *Honolulu Advertiser* and owner of KGU Honolulu, recalled the 10-day blackout of KGU after the 1941 bombing of Pearl Harbor. "I know," commented Mr. Thurston, "what a country can be like without radio."

Reporting that ABC is "making a pretty strong bet" on radio, Mr. Jahncke stated that his network is making an investment of about $2,500,000 for "a basic permanent plant for the next 25 or 30 years in radio."

"We believe in radio," Jahncke declared, "and we'll continue to improve it. There's no trouble with radio, but with us. We don't yet know how big, how effective it really is. We haven't had to find out until now. When we find the true measure of radio, we won't have anything to worry about."

WFAA's new 570 kc transmitting facilities, shared with WBAP Fort Worth (570 kc), includes three 650-ft. steel towers. The plant now is at Grapevine, Tex., having been switched from Arlington, Tex.

Grapevine also is the location for WFAA's 820 kc transmitter and is equi-distant between Dallas and Fort Worth.

WFAA and WBAP share the two frequencies, each operating half the time on one frequency, then shifting to the other channel to complete the broadcast day.

George Cranston, WBAP manager, and Roy Bacus, WBAP commercial manager, also attended the dedication ceremonies.

Engrossed in talk about radio's bright future are (seated, l to r) Messrs. Dealey, Jahncke, Campbell and James M. Moroney, News vice president in charge of radio properties; (standing, l to r) Messrs. Cranston and Thurston.

KUOW(FM) SEATTLE

Takes Air Jan. 14

KUOW (FM) Seattle, new radio station and radio training ground for the U. of Washington, will start broadcasting January 14, it was announced last week by Prof. Edwin H. Adams, director of the university's division of radio and television broadcasting. It will be the second non-commercial, educational FM outlet in the state, which now has a total of eight FM stations.

KUOW will start with a schedule of Monday through Friday, 5-10:15 p.m. Most of the programming will be live. In addition, KUOW will use the libraries of SESAC, Lang-Worth, plus 6½ hours weekly of tape releases from the National Assn. of Educational Broadcasters.

KUOW will operate on Channel 213 (90.5 mc) with effective radiated power of 3.3 kw.

Professional staff of the station will include Prof. Adams as station manager; Bruce Calhoun, program director; Ken Kager, production manager, and Allen Roberts, chief engineer. The rest of the staff will be drawn from among students in radio, journalism and other departments of the university.

EXPLOSION VICTIM

KSTP Aid Drive Success

A THREE-DAY promotion effort by KSTP-AM-TV Minneapolis-St. Paul on behalf of an injured gas station operator was an unqualified success, the station has reported.

When the operator of a Shell Oil station was hospitalized by a gas explosion, KSTP immediately went to work and set up a vast promotion drive with the theme, "Fill Your Tank for Hank," on both radio and television.

Hank Troje's injury was told on Shell's *Horner's Corner*, on KSTP's *Main Street*, the *Clockwatcher* and three TV news and sports programs. On the third day, Jack Horner, KSTP sports director, appeared in uniform to man the pumps himself. Later a 21-car caravan arrived at the filling station for ceremonies.

The trend of business was excellent, KSTP reported. The day's cash receipts were $569.22, representing the sale of 2,022 gallons of gasoline, oil changes and other services. All KSTP personalities mentioned the "Hank Day" and the Tri-State Display Co. donated a special banner for the filling station. KSTP claimed it was the only source to promote the drive.

WLIB Honored

ONLY radio award given by the Negro Actors Guild has been voted to WLIB, independent AM station in New York, it was announced Dec. 6. Citation, reading "To WLIB, the Voice of Liberty, for the wonderful work in opening avenues of opportunity for members of our group in radio," was to be presented to General Manager Harry Novik by Nobel Sissle, Guild president, in New York's Imperial Theatre Sunday night.

LUCKY NUMBERS

Azrael Revises Prizes

FORMAT of the Lucky Numbers contest conducted by Azrael Adv. Agency, Baltimore, has been revised to provide as many as 10 consolation prizes per day in addition to the defense bond or cash prize awards, according to Maurice Azrael, agency president.

Whereas the contest procedure awards large prizes for seven-digit numbers on social security cards, armed forces serial numbers, drivers' permits or $1 bills, consolation merchandise prizes are given for four-digit winners. Since this formula brings at least one consolation award with each number announced, the first person to claim the prize is the winner.

The plan has been tested in Indianapolis, Mr. Azrael said. Other versions of the Lucky Numbers contest include a $500 or $1,000 club, with numbers bunched in a half-hour or hour program instead of being spotted 10 times through the day, six days a week. In addition there is a jackpot version used on some stations, he said. A number of advertising agencies are planning to use the idea for their clients.

MBS Gross

MUTUAL Broadcasting System gross October time sales were $14,620,000, Publishers Information Bureau has reported, correcting earlier figure of $15,348,653 [B•T, Dec. 3].

KLIX IS KLICKIN'

FORD FOUNDATION Workshop Series Outlined

FIRST radio production of the Ford Foundation's Television-Radio Workshop, a 25-minute weekly series called *The People Act* [B•T, Aug. 13], will not be open to sponsorship for the first 13 weeks but may then be made available to advertisers, Robert Saudek, workshop director, reported last week.

The series, consisting of tape-recorded "actuality" broadcasts detailing how communities or groups of people tackled and solved specific problems, will be heard on CBS Radio on Sunday, 10:05-10:30 p.m. EST, starting Jan. 6.

Objectives of the programs and details of their preparation were outlined at a news conference at the Ford Foundation's New York headquarters Monday by Dr. Milton S. Eisenhower, president of Pennsylvania State College and chairman of the national committee for *The People Act*; Mr. Saudek; Elmore McKee, who originated the series and is supervising the research on it for the workshop; and Irving Gitlin, producer-writer.

May Be Extended

Mr. Saudek said 26 *People Act* programs are planned and that the series may be extended. He estimated program cost at $6,000 to $7,000 each. CBS Radio is providing the time, but if the series is sold at the end of the first 13 weeks—and Mr. Saudek said prospective sponsors had made inquiries—then, under workshop procedure, the network will receive time costs and the workshop will recover production expense. Approximately 15 persons are working on the show apart from the national committee, Mr. Saudek said.

Dr. Eisenhower explained that the purpose of *People Act* is to show how communities solve problems through self-help—and to inspire other communities and groups to follow suit. He said the national committee is setting up an office at Penn State, headed by Ray H. Smith, educational director of the committee, to develop a list of referrals in all parts of the country to counsel listeners who inquire about local applications of the programs. The list now stands at 615 persons, Dr. Eisenhower said.

To help promote the self-help thesis of community action, he asserted, recordings of the *People Act* shows will be made available to stations, schools, study groups, and the like, and also will be broadcast by the Voice of America.

Dr. Eisenhower saw the series as a significant force in the international as well as the domestic field, by providing people of other nations with a picture of democracy in action at the grass-roots level—a picture which he felt will be "a revelation" to other countries and helpful to them.

Among the first programs of the series will be:

One in Arlington, Va., showing how "suburban commuters cooperate to defeat a political machine and win new schools for their children—and their area"; in Blairsville, Ga., where "average people in an isolated area discover their own leadership and remake their community and relate it to the outside world"; in Gary, Ind., the story of how "10,000 women unite to lead the fight against crime and corruption in a vigorous industrial city."

Labor-Management Show

Other programs include one from Chicago showing how "labor and management in a steel fabricating plant find a way toward harmony and cooperation after years of bitterness and suspicion." The story of the "Tupelo (Miss.) plan" for diversified farming and diversified industry is the basis of another show. The formation of a community by 33 farm families in the area of Tin Top, Tex., constitutes another.

Producer-writer Gitlin is being assisted in the research work for the series by field reporters David Moore and Av Westin, who also worked with him on production of CBS Radio's recent *Nation's Nightmare* documentary series on syndicated crime. Music for *People Act* has been composed by Norman Lockwood and will be conducted by Alfredo Antonini.

People Act is the second broadcast project of the workshop. The first, a weekly half-hour television series of filmed resumes of activities at the United Nations General Assembly in Paris, started on NBC-TV on Nov. 10.

KDMA Joins ABC

KDMA Montevideo, Minn., became the 300th ABC radio affiliate last Saturday (Dec. 15). Owned by Midwest Broadcasting Corp., KDMA operates full time with 100 w on 1450 kc. Williard Linder is manager.

NEWS SOURCES

KVOO Wins Cooperation

WHEN a Tulsa judge gave a probationary sentence Nov. 23 to a young prisoner, KVOO Tulsa microphones were on the judge's bench to tape-record the heart-to-heart talk which accompanied the sentence.

KVOO News Director Ken Miller aired the tape recording on his *News and Views* show.

The occasion, which drew nationwide publicity, was the sentencing of a 19-year-old youth, convicted on an armed robbery charge. Earlier, the judge had sent the youth on a one-day visit to the Oklahoma State Penitentiary at McAlester.

The judge commented that if the boy "came back sufficiently impressed with prison life and sufficiently determined to go straight," he would suspend the five-year sentence and place the boy on probation for five years instead.

Talking with penitentiary inmates, sitting in the electric chair and eating with the convicts, did impress the youth. On the day after Thanksgiving, the judge handed down the suspended sentence and the boy was free to begin life anew.

Last summer, KVOO newsmen were successful in gaining full access to city commission meetings and now are permitted to record all proceedings in the commission room. Several times, KVOO recording reporters have visited prisoners in jail.

When 16 southern governors convened in Hot Springs, Ark., last month, KVOO claimed it was the only radio news agency in Oklahoma covering the event. During the three-day meeting, KVOO recorded portions of every session, giving listeners an on-the-scene report.

RAYMOND LLOYD (r), WIP Philadelphia, is honored on completion of 25 years of service with anniversary cake. At celebration party also were Benedict Gimbel Jr. (l), WIP president-general manager, and Clifford C. Harris, WIP technical supervisor. Mr. Lloyd is the oldest WIP employe in point of service.

African Directory

FIRST edition of the *Commercial Directory of Africa*, three years in preparation, is now being offered. Directory contains 280 pages and is bound with stiff cloth. The entire continent of Africa is grouped togethed under simple trade headings. London distributor is H. R. Vaughan, 167 Strand, London, England.

KCMO Gives You a $50,000,000 Purchasing Power BONUS!

Actual annual purchasing power of KCMO's *larger* audience is $50 million higher than the next nearest Kansas City station. KCMO helps you reach *more* customers with money to spend. Get proof—get the facts on Mid-America radio coverage from the Conlan "Study of Listening Habits" in the Mid-America area. Parts 1 and 2 of the 3-part continuing study are ready. Write on your letterhead to

KCMO
50,000 WATTS
125 E. 31st. St. Kansas City, Mo.
or The KATZ AGENCY

THE MIDWEST ADDRESS OF CBS

WNAX 570

YANKTON — SIOUX CITY

DOMINION SURVEY

Canada Places 3 in Top 10

THREE Canadian programs have made the first 10 most popular programs in Canada for November by the national rating survey of Elliott-Haynes Ltd., Toronto.

Standings of the first 10 evening programs are *Radio Theatre* with rating of 29, *Charlie McCarthy* 27.7, *Amos 'n' Andy* 26.9, *Our Miss Brooks* 25.2, *Great Gildersleeve* 18.8, *Ford Theatre* (Canadian) 18.3, *NHL Hockey* (Canadian) 17.6, *Father Knows Best* 17.4, *Suspense* 17.1, and *Don Wright Chorus* (Canadian) 16.6. Daytime leading five programs in November were *Ma Perkins* 19.3, *Big Sister* 17.4, *Pepper Young's Family* 16.8, *Life Can Be Beautiful* 15.2, and *Road of Life* 14.7. French-language evening leading shows were *Un Homme et Son Peche* 34.9, *Radio Carabin* 26.5, *Metropole* 25, *L'Epervier* 23.6, and *Jouez Double* 23.2. French daytime leading programs were *Jeunesse Doree* 27.5, *Rue Principale* 25.3, *Grande Soeur* 23.4, *Maman Jeanne* 22.4, and *Tante Lucie* 21.5.

Joins Law Firm

PARKER D. (BUD) HANCOCK, chief of FCC Office of Formal Hearing Assistants, has resigned to join the Washington law firm of Hogan & Hartson. Mr. Hancock received his LL.B. from Indiana U. in 1937, practiced law in Indiana until he joined the Army in 1941. During the war he was assistant theatre judge advocate, China Theatre. He joined FCC after release from military service in 1946, was chief of the review branch of the law department 1948-49, becoming a member of the special legal and technical group in June 1949. He was named to his last post in March 1950.

FIRST award of the sixth annual religious radio workshop, conducted by the broadcast and film commission of the National Council of Churches of Christ, went to *Day's End*, devotional program aired Sundays by WMAQ (NBC) Chicago. Church Federation of Greater Chicago cooperates in the production.

NEW OFFICERS of the Tennessee Assn. of Broadcasters include (seated, l to r) Mrs. Ruth Clinard, of WMAK Nashville, secretary-treasurer; J. Parry Sheftall, WJMZ Clarksville, president, and Henry Slavick, WMC-WMCT(TV) Memphis, vice president. Standing (l to r) are A. D. Smith Jr., WCDT Winchester, director; Earl W. Winger, WDOD Chattanooga, director; Frank Proctor, WJTX Jackson, retiring president, and F. C. Sowell, WLAC Nashville, director.

* * *

GUESTS at recent meeting of Tennessee Assn. of Broadcasters included (standing, l to r) J. T. Ward, WLAC Nashville; Hoyt Wooten, WREC Memphis; Earl Moreland, WMC Memphis; Jack Stapp, WSM Nashville; Henry Gillespie, RCA Thesaurus, Atlanta; John Cleghorn, WHBQ Memphis; seated (l to r) E. S. Tanner, WSIX Nashville; John Esau, KTUL Tulsa; Ken Sparnon, BMI, New York, and Clarence Beaman, WKGN Knoxville.

CANADA SET FEES

Collection Changed

RADIO receiving set licenses will no longer be collected in Canada through door-to-door canvassing, C.G.W. Browne, director of telecommunications in the Department of Transport, Ottawa, told the Parliamentary Radio Committee at Ottawa Dec. 6. This will mean a saving of $100,000 in collecting the annual $2.50 license fees, but the money will go to pay an additional 50 inspectors who will check that all Canadians buy their annual licenses.

In future, licenses will be sold through post offices, banks and radio dealers, who will continue to receive a 15% commission. Difficulty in obtaining canvassers is main reason for dropping this system. Mr. Browne suggested that fines for non-payment of licenses should be $10 instead of the arbitrary small sums now set by local magistrates. A larger fine would do away with the 11,000 prosecutions the department now has each year for non-payment of fees.

TIMELY BEAR

Is WSVA's News Beat

A TIMELY incident of man shoots bear proved WSVA Harrisonburg, Va., Newsman George Thurston's case while debating with a Harrisonburg *Daily News Record* reporter on the relative advantages of radio compared with newspapers.

That is how WSVA reports a news beat it says it scored Dec. 4 when a bear was shot and killed at 3 a.m. by a policeman in earshot of the two newsmen who were having early morning coffee at the time. The 226-pound animal had been rummaging through rubbish cans in an alley in downtown Harrisonburg.

Mr. Thurston reported the story which was carried on the sign-on news broadcast. A later broadcast of a taped interview with the policeman who discovered the wayward bear was rebroadcast as a result of listener requests, the station reports, adding that the newspaper headlined the story the following morning—24 hours after the shooting.

Buffalo Cooperation

BUFFALO's radio and television stations cooperated with the U. of Buffalo to bring coverage of the Niagara Frontier Convocation to the widest audience possible in that city. Stations listed as joining together for this event were WBEN-AM-TV, WGR, WEBR, WKBW and WBNY. The Convocation was held Dec. 7-8.

CAPITOL RECORDS Inc., Hollywood, announces year-end dividend on common stock of 25 cents, record date Dec. 10, payable Dec. 20. 1950 dividend on common stock was 12½ cents. Regular 65 cents dividend on preferred stock also declared. Record date is Dec. 15, payable Jan. 1, 1952.

NBC is originating a new network musical feature, *America's Music*, from Chicago each Sun. from 2 to 2:30 p.m. CST. Lois Ray, 22-year-old singer and first-place scholarship winner in the Marion Anderson award competition, appears with Baritone Bill Snary and Joseph Gallicchio and his orchestra. Henry Cooke is emcee, with Ralph Knowles directing.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

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NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL

ROGERS RULING

Clarification Asked

CLARIFICATION and interpretation of various points in the ruling rendered by Federal Judge Peirson M. Hall in the decision handed down in favor of Roy Rogers, film, radio and TV singing cowboy star against Republic Pictures, is being asked.

Mr. Rogers sued to prevent Republic from releasing his old movies to TV. The five week trial ended in his favor [B•T, Oct. 29]. Herman Salvin, film studio attorney, challenging the interpretation has filed objections to certain parts of findings of fact and conclusions of law filed by Frederic H. Hurdy, who with Samuel O. Pruzan represented the cowboy star. Mr. Selvin is asking a hearing based on his objections.

Judge Hall, it was pointed out, can either hold such a hearing, approve findings as presented to him, or modify them.

Meanwhile Republic's appeal to the appellate court is being held up. It cannot be filed until Judge Hall has signed a formal judgment.

Gene Autry, radio, TV and movie cowboy singing star [B•T, Oct. 29] and Bobby Blake, former child actor who portrayed Little Beaver in Red Ryder feature films, [B•T, Dec. 3, Nov. 19] have also threatened similar suits against Republic should their old movies be released to TV.

Instructors Needed

INSTRUCTORS in military electronics and communications subjects are "critically needed" as civilian workers for the opening of Camp San Luis Obispo, Calif., a Signal Corps training center Dec. 15, the Dept. of Army has announced. A replacement training center and signal school will be set up as part of the installation, to be manned by some 450 civilian employes. Brig. Gen. Harry Echelderfer, now commanding Fort Monmouth, N. J., will command the new post.

ATOP his yacht off Santa Catalina Island is John Poole (l), president of John Poole Broadcasting Co., licensee of KBIG Avalon, and Jay Tapp, partner in T&T Radio Measurement Co., Long Beach, Calif. They are testing the signal of KBIG, new daytimer under construction on the island. Yacht will be used for marine events after station begins operating in early '52.

B. T. BABBITT SALES MEET

Radio and TV Play Roles

RADIO and television played a unique part in the B. T. Babbitt sales convention held in New York last Wednesday at the St. Regis Hotel.

B. T. Babbitt, manufacturer and distributor of BAB-O and Glim, called together its key salesmen from all parts of the nation via a closed circuit broadcast through the cooperation of MBS, whereby top executives of various grocery chains reported to the salesmen.

Television played its role at the convention when Edward D. Madden, vice president in charge of TV operations and sales, NBC-TV, made a special address to the convention, revealing the plans being formulated for the Kate Smith TV show and projected the future of television as a potent sales force.

In addition, Babbitt, sponsor of part of the *Kate Smith Evening Hour* on NBC-TV, planned the production of a special film detailing the operation of the show. Various excerpts from the shows of stars who have or will appear were included on the TV film, including Milton Berle, Ezio Pinza, Rex Harrison, Jimmy Durante, Martin and Lewis, etc.

Among the speakers at the convention were Samuel Mendeleson, president of B. T. Babbitt; William H. Weintraub, president of William H. Weintraub Inc., N. Y., agency for Babbitt, and George Friedland, president of Food Fair Stores.

After the business meeting the group of salesmen attended a party at the Center Theatre.

AFA Campaign

OVER 6,300 radio transcriptions are in use throughout the U. S. and Canada for the fourth Advertising Federation of America campaign for public understanding of advertising, AFA has reported. For first time since inception in 1946, campaign has reached international proportions, spokesman said. Theme is "Advertising Gives you More for Your Money."

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)
EXTRA-WEEK
October 28-November 3, 1951
EVENING, ONCE-A-WEEK
NIELSEN-RATING*

Current Rank	Program	Current Rating Homes %
1	Jack Benny (CBS)	15.5
2	Lux Radio Theatre (CBS)	14.2
3	Amos 'n' Andy (CBS)	13.8
4	Gangbusters (CBS)	12.4
5	Dragnet (NBC)	12.1
6	Mr. Keen, Tracer of Lost Persons (NBC)	12.0
7	Charlie McCarthy Show (CBS)	11.9
8	Gene Autry (CBS)	11.8
9	You Bet Your Life (NBC)	11.8
10	Father Knows Best (NBC)	11.6

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright by A. C. Nielsen Co.

DuMONT PAY RAISES

8% Given to 3,500

SOME 3,500 production, clerical and junior executive employes of Allen B. DuMont Labs got an across-the-board pay increase last week, effective today (Monday).

Harry Housten, industrial relations director, said production workers will receive an eight-cents-an-hour boost—maximum allowed under the Wage Stabilization Board formula—and that DuMont plans to petition WSB for an additional 2 cents an hour so the raise can be a flat 10 cents. Proportionate increases were announced for the clerical, supervisory, and professional employes.

Employes affected by the move are in the company's East Paterson, Clifton, and Passaic, N. J., plants.

Mr. Housten said the rate changes are a continuation of DuMont's announced policy of paying wages on a par with, or better than, the average for the industry and area. They constitute the fifth general raise DuMont has volunteered since 1945.

MOTOROLA Inc. Chicago, (radio and TV sets), through Ruthrauff & Ryan will sponsor East-West football game over Mutual radio network Dec. 29. Company had previously signed for coast-to-coast television sponsorship with DuMont network.

KROD has helped..

'The Popular'

for years in building sales volume

The largest department store between San Antonio and Los Angeles is a believer in radio advertising for retail stores. The fact that The Popular has been a consistent sponsor of programs and user of spots on KROD for many years is the best proof that we get results. We can get results for YOU, too!

CBS Radio Network in El Paso

KROD

5,000 watts 600 K. C.

RODERICK BROADCASTING CORP.
Dorrance D. Roderick, President
Val Lawrence, V. Pres. & Gen. Mgr.
REPRESENTED NATIONALLY
BY THE O. L. TAYLOR CO.

Entering the New Year

with a record based on

AGGRESSIVE GROWING RADIO

See Our Double Spread

WLS

CHICAGO 7

Clear Channel Home of the National Barn Dance

MILITARY inspection trip to the Memphis area was well-covered by WMC and WMPS there. Shown during WMPS studio gathering are (l to r) Rear Adm. Lucian A. Moebus, chief of Naval Air Reserve Training; Col. Joe A. Smoak, chief of staff to commander of Marine Air Reserve Training; and Bill Crump, announcer, W. B. Rudner, station director, and C. G. Simmons, engineer, all WMPS.

AD TEACHER AIDS

AAAA Undertakes Program

TEACHER cooperation program has been undertaken by American Assn. of Advertising Agencies, which is advising its 255 member agencies to offer practical help to instructors of advertising classes in local schools and colleges.

The program includes 14 specific suggestions of help, ranging from offering speakers to providing samples of agency work. Emphasis is put on the annual AAAA advertising aptitude examinations, which show the teachers what advertising employers want young people to know, without trying to tell the instructors how to teach. Of some 1,200 teachers to whom samples of the tests were offered this year, nearly 700 requested copies, it was pointed out.

Purpose of the program is to assure that advertising students—future employes of AAAA agencies—get sound instruction and learn the role of the agency within the advertising structure. The program is being handled by the AAAA Committee on Government, Public, and Educator Relations, with William Reydel of Cunningham & Walsh as chairman.

FOR FINEST TAPE RECORDING
KTHT
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USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.
For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Far East Plans

OPERATIONAL program for Voice of America radio transmissions to Far Eastern countries in 1952 were outlined last week in the Philippines by Edward W. Barrett, Assistant Secretary of State for Public Affairs. He conferred with Far Eastern information officers Dec. 10-14, the State Dept. announced. Department programs about 18 hours per week, including repeats, to the Far East.

WSTV Calms Public

AN AUTOMOBILE ploughed into a high-tension electric line pole and short circuited virtually all electric lines for 10 miles around Steubenville, Ohio, Nov. 30 at 11:20 p.m. Five hours passed before electricity was restored to most of the area. Even the police short-wave radio was off the air. WSTV Steubenville's power, however, did not fail and the station was the only vehicle for radio communication during the blackout. Disc Jockey Eddie Dee on WSTV's *Nite Club of the Air* flashed news bulletins every five minutes throughout the blackout to anxious listeners. Civic and civil defense officials lauded WSTV's efforts to calm a war-jittery public, many of whom feared the blackout was caused by enemy attack, the station reported.

FCC actions

DECEMBER 7 THROUGH DECEMBER 13

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfer appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 10 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WHJC Matewan, W. Va.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

KPFA (FM) Berkeley, Calif.—Mod. CP, as mod., authorizing new FM station, to change frequency, ERP, ant. height, studio location, etc.

WOUI Athens, Ohio—Mod. CP, authorizing changes in non-commercial educational FM station, to change frequency from 88.1 mc (Ch. 201) to 91.5 mc (Ch. 218).

Amendment of CP

Garden City Bcstg. Co., Augusta, Ga.—Amend CP, requesting new FM station, to change frequency from 103.7 mc (Ch. 279) to 105.7 mc (Ch. 289).

CP for CP

KOKH Oklahoma City, Okla.—CP to replace CP, as mod., authorizing new non-commercial educational FM station.

License for CP

KCHJ Delano, Calif.—License for CP, as mod., authorizing new AM station.

WTIX New Orleans, La.—License for CP, as mod., authorizing new AM station.

WPAC Patchogue, N. Y.—License for CP, as mod., authorizing new AM station.

WHJC Matewan, W. Va.—License for CP, as mod., authorizing new AM station.

WNBC-FM New York—License for CP, as mod., authorizing changes in FM station.

KOKH Oklahoma City, Okla.—License for CP, as reinstated, authorizing new non-commercial educational FM station.

AM—1070 kc

WAPI Birmingham, Ala.—CP to increase power from 5 kw to 10 kw on 1070 kc.

License Renewal

WJBK-FM Detroit—Renewal of license.

WIBM-FM Jackson, Mich.—Renewal of license.

Application Returned

WCPM Cumberland, Ky.—License for CP, as mod., authorizing new AM station.

TV—Ch.3

WBTV (TV) Charlotte, N. C.—CP to increase ERP from 16.3 kw vis., 8.2 kw aur., to 100 kw vis., 50 kw aur., change ant., etc.

December 11 Decision . . .

BY THE SECRETARY

Granted License

WBOW-FM Terre Haute, Ind.—Granted license covering changes in FM station, 101.1 mc (Ch. 266), 20 kw, ant. 230 ft.

WGBR Goldsboro, N. C.—Granted license covering facilities change and new DA-DN, cond.

WSYD Mt. Airy, N. C.—Granted license new AM station, 1240 kc, 250 w, fulltime.

WTOL-FM Toledo, Ohio—Granted license new FM station, 104.7 mc (Ch. 284), 1.3 kw, ant. 156 ft.

WCOS-FM Columbia, S. C.—Granted license new FM station, 97.9 mc (Ch. 250), 5.3 kw, ant. 260 ft.

WWGP-FM Sanford, N. C.—Granted license for CP as mod. and reinstated for FM station, 105.5 mc (Ch. 288), 6 kw, ant. 340 ft.

To Reduce Hours

WSUI Iowa City, Iowa—Granted authority to reduce operating hours from fulltime to minimum of 6¼ hrs. daily from Dec. 20 to Jan. 2 to observe Christmas and New Years vacation period.

Granted Modifications

Following granted mod. CP's for extension of completion dates:

KSGM St. Genevieve, Mo., to March 15; WKBZ Muskegon, Mich., to May 15; KPOO San Francisco to June 2; WRJW Picayune, Miss., to March 15; WJEF-FM Grand Rapids, Mich., to June 27; WTVB-FM Coldwater, Mich., to June 18; WEDK Springfield, Mass., to June 1; KGMO-FM Cape Girardeau, Mo., to March 14; WSAY Rochester, N. Y., to June 1, and WTJH East Point, Ga., to April 4.

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

Lawrence County Bcstg. Co., Lawrenceburg, Tenn.—Ordered hearing proceeding scheduled for Dec. 31 (holiday for government employes) be continued to Jan. 9 in Washington.

WBBB Burlington, N. C.—Granted petition to amend application to specify 920 kc, 5 kw, daytime, in lieu of 950 kc, 1 kw, DA-2, fulltime.

WWHG and WLEA Hornell, N. Y.—Granted joint petition for continuance of hearing from Jan. 22 to March 1 in Washington in proceeding re their applications.

WLEA Hornell, N. Y.—Granted petition for order to take depositions in proceeding re its application.

By Hearing Examiner J. D. Bond

WINX (WOOK) Washington—Granted petition to amend application for CP to change main trans. location and establish synch. amp. to change name

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Custom-Built Equipment
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1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
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WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
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MILLARD M. GARRISON
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WASHINGTON 6, D. C.
MICHIGAN 2261
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KEAR & KENNEDY
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A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
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DALLAS 5, TEXAS
JUSTIN 6108

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Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
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Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE

applicant to United Bcstg. Co. Inc. om Banks Independent Bcstg. Co.).

Alabama-Gulf Radio, Foley, Ala.—anted petition for assignment of aring date in proceeding re its ap-ication and that of Gulf Beaches stg. Co., St. Petersburg Beach, Fla.; plications assigned for hearing in shington on Feb. 11.

By Hearing Examiner Leo Resnick

West Side Radio, Tracy, Calif.—anted petition for continuance of aring from Dec. 11 to Jan. 10 in pro-eding re its application and that of estern Bcstg. Assoc., Modesto, Calif.

Lee County Bcstg. Co., Bishopville, C.—Continued hearing from Dec. 5 Jan. 3 in Washington re application CP.

December 11 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WBUD Trenton, N. J.—Mod. CP, as mod., authorizing frequency change, power increase, DA-DN, change transmitter and main studio locations, etc., for extension of completion date.

KCLV Clovis, N. M.—Mod. CP, as mod., authorizing new AM station, for power increase from 100 w to 250 w.

License for CP

KPUY Puyallup, Wash.—License for CP, as mod., authorizing new AM station.

December 12 Decisions . . .

COMMISSION EN BANC

Granted Application

WLAW-AM-FM Lawrence, Mass.—Granted applications to maintain additional main studio in Boston.

Designated for Hearing

WPIN Clearwater, Fla.—Designated for hearing at time and place to be later specified application to change studio location from Clearwater to Clearwater-St. Petersburg, Fla.

KWSH Wewoka, Okla.—Designated for hearing at time and place to be later specified application to change location of station from Wewoka to Wewoka-Seminole, Okla.

WEIR Weirton, W. Va.—Designated for hearing at time and place to be later specified, application to change studio location from Weirton, W. Va., to Weirton, W. Va., and Steubenville, Ohio.

Set Aside Action

KTOK Oklahoma City and WCFL Chicago—Set aside FCC action of Dec. 5 granting CP to KTOK to increase nighttime power from 1 to 5 kw and make changes in DA-N and return said application to processing line to await consideration in proper turn. At same time, the Commission modified Dec. 5th grant of WCFL to make changes in the DA-N subject to further condition that applicant accept such interference as may result from later grant of application of KTOK. In letter to KTOK, Commission explains: "The action granting your application was inadvertent and not in accordance with Section 1.373 of Commission Rules in that there are approximately forty-eight applications senior to yours, which are on processing line awaiting consideration."

Granted Waiver

KWTX Waco, Texas—Granted waiver of Sec. 3.30 of Commission's Rules to permit change in main studio location to 46th and Bosque, Waco, to be effective May 1.

December 12 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KMMO Marshall, Mo.—Mod. CP, authorizing power increase and new trans., for extension of completion date.

WSGN-FM Birmingham, Ala.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

KOMA-FM Oklahoma City—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

WPEN-FM Philadelphia — Mod. CP, authorizing changes in FM station, for extension of completion date.

WJHL-FM Johnson City, Mass.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

License for CP

WNPT Northport, Ala.—Lic. for CP, as mod., authorizing new AM station.

WGBH (FM) Boston—License for CP authorizing new non-commercial education FM station.

TENDERED FOR FILING

AM—1320 kc

KCRA Sacramento, Calif.—CP to increase power from 1 kw-N to 5 kw-N and change DA-N.

(Continued on page 107)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Wanted: General manager for mid-western radio station. 35,000 town. One who wants to locate and rear his family in a small community. Salary and share in profits. Education and experience necessary. Answers strictly confidential. Box 721L, BROADCASTING.

Salesman with proven sales record. Position offers salary plus commission in quarter million midwest market. Radio sales at outset with chance to work into TV. Prefer married man who is anxious to get ahead in a rapidly growing organization. Send recent snapshot and complete history in first letter. Address Box 707L, BROADCASTING.

Excellent opportunity for salesman who knows radio and value of account servicing. Good draw against 15%. Send complete details, air mail. P. O. Box 112, Gloversville, New York.

Wanted—By oldest radio station west of Mississippi River, aggressive, experienced salesman. Vacancy due to change in personnel to accomodate station's TV operation. Job is permanent; good salary plus profitable incentive plan. Working conditions ideal. Station staffed to support hard working salesman with ideas, campaigns and copy that are productive. Send complete information 1st letter to: Sales Manager, WOC, 805 Brady, Davenport, Iowa.

Announcers

Wanted—announcer with good hard punching commercial voice. Large mid-western market. Send audition disc and all details first letter. Box 367L, BROADCASTING.

Act quick. Announcer-engineer, with first class ticket, accent on announcing. Growing 250 watt network station in beautiful northern Virginia. $240 month to start, automatic raises. Send disc and qualifications. Box 710L, BROADCASTING.

Upper midwest 1 kw CBS affiliate needs staff announcer. Prefer 1-2 years experience. Send letter, photo, audition recording. Immediate opening. Box 712L, BROADCASTING.

Wanted: Good announcer with ticket. There is a good job for you in Oregon's great Willamette Valley. Air mail disc, picture and history and salary desired. Box 720L, BROADCASTING.

Arizona station wants outstanding combo DJ, $400.00. Box 724L, BROADCASTING.

Five kw eastern Ohio network affiliate desires versatile man with strong news and sports background. Send picture and full information. Box 725L, BROADCASTING.

Immediate opening for qualified staff announcer with southeastern station. Operate RCA board, news, DJ. Excellent working conditions. Send disc or tape along with full details first letter. Box 732L, BROADCASTING.

Five kw CBS station needs combination announcer-engineer. Accent on announcing. Apply KOOK, Billings, Montana.

Announcer-first ticket. $300 monthly and more depending announcing ability. Ideal working conditions using 3 tickets daytime operation. Announce approximately 20 hours weekly. 6 day week. Send details and voice audition Manager, KTFY, Brownfield, Texas.

Wanted, combo man for good paying, permanent association with KWJB-NBC, Globe, Arizona, telephone Globe 41, collect.

Help Wanted (Cont'd)

Announcer-salesman, air work confined 6:00-8:30 a.m. Must do top personality DJ morning show. $250 guarantee plus commission. Network affiliate, strong on sports, DJ shows, highly saleable market. Want announcer with talent plus ability to sell. Full details first letter, include tape or disc. KWSL, Lake Charles, La.

Wanted—Two combo men, one first of December. One end of December, forty hour week. Salary $45.00 to $65.00, commensurate with ability. WACA, Camden, South Carolina.

Announcer-engineer for new station New York metropolitan area. WALK, Patchogue, Long Island.

Announcer wanted, interested in announcer for regular staff work, prefer residence of N. C., S. C., or Virginia. Contact Allan Wannamaker, Radio Station WGTM, Wilson, N. C.

Immediate opening—2 combo announcer-engineers 1st phone, emphasis announcing. Start $60 for 40 hour week. Send disc, photo, resume. WHBS, Huntsville, Alabama.

Morning man—Hard hitting announcer. Only experienced need apply. Prefer man state Wisconsin, near middlewest. Reasonable starting salary, health benefits. Send disc, tape, complete letter program director, WHBY, Appleton, Wisconsin.

Combination announcer-engineer. Wire WJON, St. Cloud, Minnesota, or call 1240. ABC affiliate.

All-round announcer. Prefer experience, will accept qualified man fresh from radio school. Send statistics, draft status, audition of news, spots, DJ work, to Dave Kane, WLAU, Laurel, Mississippi.

Immediate opening for morning announcer with first class license. 500 W regional station. Congenial staff; permanent position, pay $60 minimum. WMIK, Middlesboro, Kentucky.

Announcer-engineer, first phone. State experience and salary requirements first letter. WMLT, Dublin, Georgia.

Combination announcer-engineer. Wire or write WOXF, Oxford, North Carolina.

News, special events, gather via telephone, write, air local news. Program assignments requiring ad lib and interview experience. Typist preferred. Advancement opportunity. Start $240 a month, regular raises. WSMI, Litchfield, Illinois.

Wanted: Announcer with 1st class phone ticket. Opportunity to attend Mississippi State College on off hours. Needed at once. WSSO, Starkville, Mississippi.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Program expansion by the Personality Stations—WKNA 5000 W ABC in Charleston, W. Va. and WJLS 1000 W CBS in Beckley, W. Va.—has created new staff openings for qualified announcers. Men familiar with ABC and CBS schedules preferred, but not necessarily required. These positions present fine opportunity to grow with progressive organization in two of West Virginia's leading radio markets. Send disc and full particulars to Program Director, Personality Stations, P. O. Box 3106, Charleston, W. Va.

Wanted: Announcer with 1st class phone ticket to open with new station at Aberdeen, Mississippi. Available approximately 15th of January. Contact Joe Phillips, Starkville, Mississippi.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Help Wanted (Cont'd)

Need combination announcer-engineer for Minnesota station. Want man able to work into chief engineer. Good salary. Mail details. Box 624L, BROADCASTING.

Wanted—First phone engineer for transmitter duty. Car required. $50 for 44 hours. Box 678L, BROADCASTING.

If you like hunting, salt water and fresh water fishing in the land of sunshine and the salary, of course, there is an opportunity for you if you have a first class ticket and voice. Send tape or disc and full information. Box 697L, BROADCASTING.

Opening available in southern AM-TV station for an alert, licensed engineer with maintenance and control room experience. Reply Box 728L, BROADCASTING.

Engineer-announcer, experienced combination man, good personality ad lib type able to handle nite shift. Starting salary between $280 and $320 based on announcing ability. Opportunity to sell on commission also. Network affiliate, strong on sports, DJ shows, highly saleable market. Full details first letter, include tape or disc. KWSL, Lake Charles, La.

Chief Engineer. New station New York metropolitan area. Good salary, opportunity. Station WALK, Patchogue, Long Island.

Engineer, first class ticket, no combo work. Contact WBYS, Canton, Illinois.

First class engineer, no experience required, WCDT, Winchester, Tennessee.

Immediate opening for engineer with first class license. Contact Allen B Jones, Radio Station WGNI, Wilmington, N. C.

Have immediate opening for first class operator, studio and transmitter work. Experience not necessary. Write WHDL, Olean, New York, for further information.

Will train inexperienced licensed engineer for 6 a.m. to noon announcing shift. Good future, guaranteed housing. 250 Mutual near seashore, good hunting, fishing. Immediate opening. Air mail details WHIT, New Bern, N. C.

Modern progressive station in heart of Lake Erie vacation land has permanent position for engineer. Excellent salary and generous vacation plan. Contact Chief Engineer, WLEC, Sandusky, Ohio, immediately.

Wanted: Engineer with first phone; plus topnotch radio salesman. Contact John Struckell, Radio Station WOND at Pleasantville 3971 in Pleasantville, New Jersey.

WOSC, Fulton, New York needs transmitter engineer. Experience unnecessary. Contact Dick Horan, Chief Engineer, WOSC, Fulton, New York, 2-2255.

Engineer or announcer-engineer, immediate opening, WVOS, Liberty, N. Y.

Radio test technicians and radio test engineers for alignment, test and trouble-shooting of complicated radio equipment. These jobs require thorough theoretical knowledge and extensive experience in practical radio. Pay is excellent (many technicians earn up to $120.00 a week), working conditions are of the finest, opportunities for advancement are good and you'll like the employee benefits. All this plus the opportunity to work in the finest city in the midwest! Write for an interview or send resume of qualifications to B. V. Mayrhauser, The Turner Company, 909 17th St., N. E., Cedar Rapids, Iowa.

Help Wanted (Cont'd)

Production-Programming, Others

Wanted: Experienced, personable woman to conduct television cooking program in southern city. Send details on experience and recent photograph in first letter. Box 716L, BROADCASTING.

Seasoned newsman. Assist news editor. Rewrite, gather, edit, broadcast. Permanent, good future right man. 5kw watts. CBS affiliate, northern New England. Box 738L, BROADCASTING.

Mature young woman for daytime station traffic work and some copywriting. Include in reply details of experience and photo WANN, Box 748, Annapolis, Maryland.

Woman copywriter, experienced, attractive and capable of calling on clients. Excellent working conditions and continuous chance for promotions. Wire or write WDYK, Cumberland, Maryland.

Wanted: Experienced news man, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

Copywriter, immediate opening. Experience necessary. Send full particulars, including photo and salary required. WGEM, Quincy, Illinois.

Experienced commercial copywriter. Also do traffic work. In reply include sample commercials, photo, details of experience. WVSC, Somerset, Pa.

Television

Technical

Wanted—TV chief engineer. Man must be able to take over operating station completely. Box 580L, BROADCASTING • *TELECASTING.*

Production-Programming, Others

Wanted—TV production chief. No live. Man who can handle all phases of film, slide scheduling, etc. Must be willing dig in, work hard. Right man can have unlimited opportunity. Box 379L, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Eight years of experience in radio have helped me bring two stations back to sound financial basis, one of which was operating in the red. I'd like to use that experience now in the north or west where I want to settle permanently. I have good job, but want security earned by hard work. Starting salary must be good and potential must be there for the future. Reply Box 694L, BROADCASTING.

Sales manager of small market station desires change to metropolitan market in midwest. 2 children. 27. Veteran. Box 713L, BROADCASTING.

Young station manager interested in change. No hurry. Prefer south. Civic minded, conscientious, proven ability, excellent references, no bad habits. Organizational experience. Have pulled two stations out of red into money making operations. Have top rated morning program. Personal interview can be arranged. Write Box 719L, BROADCASTING.

Salesmen

Local salesman-salesmanager, transcription representative wants high paying opportunity. Box 690L, BROADCASTING.

Announcers

Topnotch, draft exempt announcer, newscaster, disc jockey. First phone license. Now working. Desire relocate near NYC. Audition. Box 635L, BROADCASTING.

Basketball play-by-play man available immediately. One of nation's best. Seven years experience in metropolitan area. Excel in basketball, baseball and football. Excellent voice. Finest references. Desires AM or TV station strong on sports. Veteran, 30, college grad. Confident my air checks will convince you. All offers considered. Box 657L, BROADCASTING.

Situations Wanted (Cont'd)

Versatile announcer, 33, with talent for impersonations and good selling voice desires permanent Florida position. Employed past 27 months top midwest network station. Strong on DJ, news. College graduate. Married. Draft exempt. Box 706L, BROADCASTING.

Announcer-newsman. Seven years announcing experience. News, 1½ years. Single, age 27. Box 709L, BROADCASTING.

Available at once. Far better than average sportsman. Completely qualified to handle every sports detail and fill on staff. Handle board, have restricted ticket. Past 1½ years in sales. Desire straight announcing anywhere with chance for advancement. No theater or drifter, but settled family man, draft exempt, will consider all offers. Box 714L, BROADCASTING.

Experienced staff announcer. Radio school graduate. Single. References. Excellent voice. Box 718L, BROADCASTING.

Two man news sports package. 13 years combined experience; past 5 years back n back twice daily, outstanding results, atings and full background on request.) Presently in 400,000 listener arket. Desire larger market. $15,000 inimum annual guarantee for package. Will not consider individual ffers. Box 722L, BROADCASTING.

Qualified, conscientious announcer. pecial events, news gathering and diting, comprehensive background in usic and its programming. Married, aft deferred, university graduate, 27 ears old. More than eight years exerience. Only permanent positions ith equitable salary considered. Box 8L, BROADCASTING.

Announcer-BA Degree English, light xperience, all phases program copy ncluding play-by-play sports) conol board. Veteran, draft exempt. ox 727L, BROADCASTING.

Announcer, script writer. Wants posian good voice announcing all phases. ommercial writing. Veteran. Single ollege. Box 730L, BROADCASTING.

Announcer-general staff, five years. ow employed, 250 watter, desires arger market. Box 735L, BROADCASTING.

Canadian announcer-producer, network experienced. Moving south in anuary. Looking for good job with rogressive major market station hich can use top man with ideas. raft exempt. Experienced at network and transcribed commercials, ews, special events and other type rograms. No regional accent. Write ox 737L, BROADCASTING.

Announcer, copywriter. Diploma. Experienced, married, 3 years college. iano tuner, play piano, bass and sing. xcellent character and references. ast exalted ruler and special deputy f negro Elks. Excellent salesman, alesman. Diplomat wife capable of andling women's program. Availble at once. Will mop studio floor nd shine managers shoes. Will even ote Republican. Please over look m a negro and give me a break. Box 6L, BROADCASTING.

Desire combo work in southwest. Colrte, writer, musician. Wish creative ork. Available immediately. Hal loward, 5219 S. W. Corbett, Portland, Oregon.

Sportscaster desires eastern location. lay-by-play all sports, staff announcing, excellent background in music ibrary work. 24, veteran, 3A, available January 3. Contact Rollie Scott, WFIN, Findlay, Ohio.

Staff announcer. Recent graduate, desires staff work. Strong on commercials and news. Deep voice. Free to travel. Box 471L, BROADCASTING.

Announcer: Experienced all phases. 25 years old. Single, draft exempt. Good mature voice. Write, wire Marty Ladd, 26-11 25th Street, L. I. C. 2, New York.

Technical

First phone, 4¾ years experience. State salary, working conditions first letter. Box 562L, BROADCASTING.

Wanted—Chief engineers job AM-FM-TV. 10 years experience. References Box 567L, BROADCASTING.

Veteran, 1st phone radio engineer. Desires position. 2½ years technical experience. Raoul Kunstadt, 34-31 72nd Street, Jackson Heights, New York.

Combination chief engineer-announcer, secondary market, 3 years experience. $75 minimum 40 hours. Draft exempt, married, car, available January 1st. Geo. Wischmeyer, 3305 40th Avenue, So., Minneapolis, Minn.

Situations Wanted (Cont'd)

Engineer, first phone, three years experience AM, FM, studio. Married veteran with dependents, have car. Desire permanent position. Presently employed. State salary, working conditions and housing availability. Will accept best offer. Box 717L, BROADCASTING.

First class ticket wants job in Fla., Texas or California. Box 739L, BROADCASTING.

Veteran, colored, first class license, wish permanent position, 15 years technical radio experience, engineering graduate, will travel, available immediately. Wire or write Karl Vann, 584 Kosciusko Street, Brooklyn, N. Y.

Production-Programming, Others

Program director, 8 years experience including announcing, production, promotion, sales aid training. Will change for better salary. Box 708L, BROADCASTING.

Program director. Married man, eight years experience in writing, production, announcing available for small station. Top air work, play-by-play, excellent record in radio and civic affairs. Box 715L, BROADCASTING.

Copywriter-scenarist-producer. Topflight. AM and/or TV. Station, agency. Samples to specifications. Details, remuneration first letter, please to Box 729L, BROADCASTING.

Program director desires position with progressive station. Top announcing experience, news editor 3-man staff, plus experience most phases broadcasting, radio-journalism degree. Box 731L, BROADCASTING.

Program director-announcer, 26, vet, married, college, 5 years radio, 2½ PD. Available immediately. Best references. Box 183, Butler, Penna.

Television

Production-Programming, Others

Versatile man for busy TV operation, aiming for responsible executive position. Varied background in radio, theatre, agency TV department. Announcer, writer, actor, director. Box 723L, BROADCASTING ● *TELECASTING.*

For Sale

Stations

1000 watts. Fulltime. Now grossing $115,000 but can be upped considerable. Good net. $300,000. Box 705L, BROADCASTING.

Southwestern 250 watt fulltime station for sale. Price $31,000 for quick sale. Locality good, retail sales high. Owners have other interests. All replies kept confidential. Box 711L, BROADCASTING.

Fulltime net affiliate in near west. Second largest single station market in state. Profitable. No TV or high power anywhere near. $36,000 largely cash. Box 734L, BROADCASTING.

Equipment etc.

For sale: 375 foot 40-ton self supporting Lehigh tower now standing. Stressed to carry FM or TV or both. Complete with A-4 lighting and 8 bay W.E. FM antenna. Priced to sell. Box 602L, BROADCASTING.

One kilowatt Western Electric AM transmitter model 443-A-1, final tubes changed from Western Electric to RCA type 833-A. A Western Electric limiter model 1126-C includes 126-C limiter amplifier, 298-A control panel and 20-B rectifier. A Wincharger tower type 300 triangular, height 260', complete with type 300 M.M. beacon assembly, lighting wire, conduits and 375 feet open wire transmission line and tuning house components. Box 665L, BROADCASTING.

For sale: Andrews Co-Ax—3⅛" diameter, 100 ft. in five 20 ft. lengths. New, in original crate at $3.75 per foot, f.o.b. Muskegon, Michigan. Write Manager, WKBZ.

Complete equipment for 860 250 watts-all RCA selling best bid. Gerald O'Grady, North Adams, Massachusetts.

General Radio distortion and noise meter, type 1932-A. New condition, $395. Robert M. Silliman, 1011 New Hampshire Avenue, N. W., Washington, D. C.

For Sale (Cont'd)

Truscon H-30, 295 foot tower, 1 kw GE FM transmitter, monitor and limiter, Magnecorder PT6A and PT6R. W. E. arms and reproducers. Collins remote single and double speech input equipment. G. E. program and preamp amplifiers. All used year and half. No reasonable offer refused. Box 419L, BROADCASTING.

Wanted to Buy

Equipment etc.

Wanted: 1 kw amplitude modulated transmitter. State price, condition, age. Also need CAA-A3 beacon and flasher. Box 733L, BROADCASTING.

Wanted: 1 kw or 3 kw FM transmitter, state price, condition, age. Lee Hodges, Radio Station WCPS, Tarboro, N. C.

Wanted: 3 kw FM transmitter, antenna, monitors, transmission line, other equipment for complete FM installation. Must be real bargain for cash. Dixie Broadcasting Co., Jackson, Tennessee.

Will pay cash for good one kw transmitter, modulation and frequency monitor, two turntables and record library. What do you have? Write C. L. Graham, 1145 Walnut Street, Gadsden, Alabama.

Miscellaneous

Radio package house will consider scripts, all kinds. Soundstage, Inc., 2225 Irving Street, San Francisco, California.

Help Wanted

Salesmen

SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. No traveling. Experience in broadcast transmitters or audio equipment essential. Engineering degree desired but equivalent experience may be substituted.
Give full details, including age, education, experience and salary desired.

BOX 651L, BROADCASTING

Announcers

IF YOU ARE SINGLE
and
Want to Spend the Winter
In The
VIRGIN ISLANDS

If you're a combo man with a first phone—accent on announcing—there's a post for you at WSTA. Stay as long as you like but you'll like it especially well while the icicles are hanging low up North. Openings for three.

You'll throw rocks at Florida after you see St. Thomas. Write to:

Bill Greer
WSTA
St. Thomas, V. I.

Situations Wanted

Managerial

NOW!

STATION OR NETWORK MANAGER AVAILABLE

Man with push and imagination for telecaster-broadcaster in need of fresh energy and knowledge of cost cutting to spark operations and public relations in major city. Unique background TV, AM & newspapers. Knows planning, selling, operations and production: all phases TV commercials, live & film. Would be tops for ad agency radio-TV department or ad manager for large company. Age 40; married: Two colleens. Start $15,000. P. O. Box 5812, Cleveland, Ohio.

For Sale

Equipment, etc.

5KWAMTR

Now available West Coast station. Model 355-E-1 Western Electric transmitter in good operating condition. Good stock spare parts and new tubes. WE Model 1-C frequency meter and RCA 96A modulation monitor. $10,000 and you take it from our transmitter building. Box 736L, BROADCASTING.

FOR SALE

Completely refinished 16 inch transcription filing cabinets $30 each crated F.O.B. Hollywood
16 inch transcription cabinets workable condition $10 each uncrated F.O.B. Hollywood

Standard Radio Transcription Services, Inc
140 N. La Brea
Hollywood 36, Calif.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

(Continued on next page)

$1.00

to cover handling

MUST BE REMITTED

when submitting

CLASSIFIED APPLICATION MATERIAL

(transcriptions, bulk packages, etc. Regular Letters Excluded)

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

cannot be responsible for delay in forwarding such material, arriving without necessary remittance.

Strictly Business

(Continued from page 16)

sion, in France, Germany and Austria.

Before entering the Army, he attended St. Benedict's College in Atchison, Kan. Earlier schooling took place on Chicago's north shore and in the suburb Highland Park, where he was born 28 years ago.

His BBDO "snooping" fostered an interest in radio, and he left after two years to join Montgomery, Ward and Co. as a radio time-buyer. After meeting a score of time salesmen—"who sold me on their business"—Mr. Bowden joined Taylor-Borroff (now the Taylor Co.) station representative firm in April 1949 when Ward's "went out of the radio business." For a year before joining the Pearson company he headed the Chicago agency, Louis A. Smith Co.

Eager to back-up his practical work in advertising with theory, Mr. Bowden took professional night courses for two years at Northwestern U. and Loyola U. while working in Chicago.

He is married to the former Betty Jane Ruark of Kansas City, Mo., and they have a son, James David, almost 3. After a successful and swift transplanting to Minneapolis, they are hibernating this winter with house plans, which they hope to carry out next year. Mr. Bowden's project is the yard and garden, while his wife supervises the color and fabrics planning.

KNX Hollywood and Columbia Pacific Sales and Sales Promotion departments move to new offices in newly-renovated building adjoining CBS Sunset Blvd. studios.

School

JOBS IN RADIO!

Become an announcer, writer, producer or sales manager.
Nearly fifty jobs now available for trained personnel. Write for information about professional accelerated and correspondence courses.

National Academy of Broadcasting, Inc.
3338 16th St., N.W., Wash., D. C.

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SRT-Radio
AMERICA'S OLDEST BROADCASTING SCHOOL
Intensive full or part time

COURSES
ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING
Outstanding Faculty of Network Professionals
Co-Educational • Day or Evening
Small Classes
Approved for Veterans
Write for Prospectus
DEPT. H
School of Radio Technique
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois.

JEAN HERSHOLT (l), president, Motion Picture Relief Fund, and Howard S. Meighan, president of CBS Radio, complete negotiations for presentation by CBS Radio of two half-hour weekly dramatic shows on behalf of the Fund.

GRAFTON B. PERKINS

Lever Executive Dies

GRAFTON B. PERKINS, 68, retired vice president and advertising manager of Lever Bros., died at his home in Cambridge, Mass., Dec. 6.

Mr. Perkins, who had majored in chemistry at Massachusetts Institute of Technology, was a veteran of 38 years' experience in the advertising field. After association with McGraw-Hill as promotion manager and the *Boston Post* as advertising manager, he joined Lever Bros. in 1924, serving there until his retirement in 1946. He was a colonel in Army Intelligence during World War I and public relations adviser to Rubber Administrator Bradley Dewey during World War II.

Mr. Perkins is survived by his wife, a son, a daughter and his mother.

Covers Crash

NEW remote pickup of KMYR Denver got its first official workout enabling on-the-scene coverage of B-29 bomber crash into several east Denver homes fortnight ago. Dick Leonard, station news director, has the two-way FM system installed in his car.

CHARLES HOWELL

Dies Dec. 8 in Colorado

CHARLES R. HOWELL, 70, secretary-treasurer of Western Slope Broadcasting Co., licensee of KFXJ Grand Junction, Col., died at his home Dec. 8 following an illness of a year.

Mr Howell

Born in Laconia, Iowa, Nov. 9, 1882, his parents were among early settlers of eastern Colorado, homesteading in Kit Carson County. Mr. Howell, himself, homesteaded in that area in 1905. He married Laura Evans in 1907. Early years were spent in teaching, farming and ranching. After World War I he moved to Denver so that his son, Rex, could enter school there and at the same time could take up further study of radio for which Rex had shown a preference.

When Rex established KFXJ at Edgewater, Col. in 1926, Mr. Howell helped to operate the station on the side while continuing work as a mortician. In 1928, he resigned his position and devoted full time to radio.

In 1930, he entered business as partner with his son and KFXJ was moved to Grand Junction.

Western Slope Broadcasting Co. was a father-and-son partnership which pioneered broadcasting service to western Colorado. In 1949, it was incorporated and another member of the family joined the firm. Ruth Howell, oldest daughter of Rex, was named vice president. Thus the company became a three-generation family firm. In 1950, a second station, KGLN, was founded at Glenwood Springs, Col., by Mr. Howell and his son.

Last May, Mr. Howell appeared on the 25th anniversary program of KFXJ with his son and granddaughter. Mr. Howell had been active in community life, particularly church work.

He is survived by his wife, his son, three brothers and a sister.

NEED AN ANNOUNCER?

- looking for a job
- equipment for sale
- need an engineer
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted, 20¢ per word ($2.00 minimum)
Help wanted, 25¢ per word ($2.00 minimum)
All other classifications 30¢ per word ($4.00 minimum)
Display ads, $15.00 per inch

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

Radio Station and Newspaper
Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH DEC. 13

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,312	2,292	128		310	107
FM Stations	647	562	82	*1	11	2
TV Stations	108	93	15		466	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

Baton Rouge, La. — Air Waves Inc. (WLCS) and KJAN Bcstg Co. FCC issued decision granting application of WLCS for change in facilities from 1400 kc, 250 w, fulltime, to 910 kc, 1 kw, fulltime; conditions. FCC denied application of KJAN for new AM station on 910 kc, 5 kw, fulltime. Decision Dec. 7.

FCC denied petition filed by KBRO Bremerton, Wash. (Bremerton Bcstg. Co.), requesting continuance of oral argument scheduled for Dec. 11 on its application and that of KTNT (FM) Tacoma, Wash. (Tribune Publishing Co.); designated for oral argument KBRO's petition for reopening of record, and directed parties to address arguments to issues raised by petition for reopening of record in addition to those raised by exception.

INITIAL DECISION

FCC issued initial decision holding that A. D. Ring & Co., Washington, D. C., does not meet basic eligibility provisions of Sec. 11.501 (a) of the rules governing industrial radio services in seeking authorization to operate station in special industrial radio services for communication purposes in adjustment of directional antennas of standard broadcast stations. Ring & Co. had operated station under Class 2 experimental service authorization.

OPINION AND ORDER

By opinion and order FCC denied request for oral presentation in current television proceeding filed by Daily News Television Co. and Pennsylvania Bcstg. Co., Philadelphia; KROW Inc., Oakland, Calif., and Wisconsin Bcstg. System Inc., Milwaukee.

Non-Docket Actions . . .

TRANSFER GRANTS

WKHM Jackson, Mich.—Granted assignment of CP from WKMH Inc. to Jackson Bcstg. & Telecasting Corp. to simplify administrative, financial and other related problems arising from operation of stations in two different cities. No monetary consideration. Granted Dec. 11.

WMIN-AM-FM St. Paul, Minn. — Granted transfer of control WMIN Bcstg. Co., licensee, from Mort Bentson and Marion E. Newman as executor and administrator CTA of estate of Edward Hoffman, deceased, to Mort Bentson and N. L. Bentson as trustees of testamentary trust of Edward Hoffman, deceased. No monetary consideration. Granted Dec. 13.

New Applications . . .

AM APPLICATIONS

South Hill, Va.—Mecklenburg Bcstg. Corp., 1370 kc, 1 kw, daytime; estimated construction cost $10,750, estimated first year operating cost $36,000, estimated first year revenue $48,000. Principals in applicant corporation include John W. Shultz (49%), general manager WMVA Martinsville, Va., and Philip F. Hedrick (49%), chief engineer WSJS-AM-FM Winston-Salem, N. C., and two other stockholders. Filed Dec. 10.

Hartselle, Ala.—Dorsey Eugene Newman, 860 kc, 250 w, daytime; estimated construction cost $7,400, estimated first year operating cost $15,000, estimated first year revenue $25,000. Mr. Newman is an instructor at Shades Valley High School, Birmingham, Ala., and part-time announcer at WVOK Birmingham. Filed Dec. 11.

Prestonburg, Ky. — Elkhorn Bcstg. Corp., 810 kc, 1 kw, daytime; estimated construction cost $10,360, estimated first year operating cost $35,000, estimated first year revenue $42,500. Principal stockholder is DuRan Moore, County Court Clerk, Floyd County, Prestonburg; there are nine other Kentucky businessmen in corporation. Filed Dec. 12.

Roanoke, Va.—Rollins Bcstg. Inc., 570 kc, 500 w, daytime; estimated construction cost $22,890, estimated first year operating cost $60,000, estimated first year revenue $60,000. Applicant is licensee of WJWL Georgetown, Del. Filed Dec. 13.

Vero Beach, Fla.—Indian River Bcstg. Co., 1490 kc, 1 kw, fulltime; estimated construction cost $10,689, estimated first year operating cost $30,000, estimated first year revenue $36,000. Applicant is licensee of WIRA Fort Pierce, Fla. Filed Dec. 13.

TV APPLICATIONS

Asheville, N. C.—Skyway Bcstg. Co., Ch. 13 (210-216 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 2,087 ft.; estimated construction cost $121,450, estimated first year operating cost $60,000, estimated first year revenue $60,000. Applicant is proposed assignee of WLOS-AM-FM Asheville. Filed Dec. 11.

Little Rock, Ark.—Arkansas Radio & Equipment Co., Ch. 4 (66-72 mc), ERP 100 kw visual, 50 kw aural, antenna height above average terrain 795 ft.; estimated construction cost $604,681.60, estimated first year operating cost $144,000, estimated first year revenue $160,000. Applicant is licensee of KARK Little Rock. Filed Dec. 12.

TRANSFER REQUESTS

WTNT Tallahassee, Fla.—Relinquishment of control Tallahassee Appliance Corp., licensee, by Frank W. Hazelton through sale of 18¾ shares of stock to Frank W. Pepper for $3,650 and 37½ shares to the licensee corporation's treasury for $7,500. After transfer, Mr. Hazelton will hold 93¾ shares (50%), Mr. Pepper will hold 68¾ shares (36.6%) and Emanuel Jones will continue to hold 25 shares (13.4%). Filed Dec. 10.

WLBL Stevens Point, Wis.—Assignment of license from State of Wisconsin, Dept. of Agriculture, to State of Wisconsin, State Radio Council, for reasons of economy and efficiency of operation. No monetary consideration. Filed Dec. 10.

WMFT Florence, Ala.—Assignment of license Tri-Cities Bcstg. Co., licensee, to Daylight Bcstg. Co., through sale of 100% stock for $10,000 cash and $6,000 payable $100 a month for 5 years, and assumption of expenses of current operation. Principal stockholders in Daylight include Richard B. Biddle, former manager WLAY Sheffield, Ala., and WJRD Tuscaloosa, Ala. (33⅓%), and seven other Pennsylvania and Alabama businessmen. Filed Dec. 10.

KWJJ Portland, Ore.—Assignment of license KWJJ Bcst. Co. to Wilbur J. Jerman, who holds all outstanding stock of corporation. No monetary consideration. Filed Dec. 10.

KWJJ Portland, Ore.—Assignment of license from Wilbur J. Jerman to Rodney F. Johnson for $200,000. Mr. Johnson is owner of the Rex Recording Co., Portland, and also a technician for KWJJ. Filed Dec. 12.

KALT Atlanta, Tex.—Assignment of license to H. H. Wommack Jr. and David A. Wommack, who now hold 51% and 25% of stock respectively, from Robert S. Bielch who now holds 24% of stock, which will be transferred to the Messrs. Wommack for $9,266, with the 24 shares to be divided evenly between the Wommacks. After transfer, Mr. Wommack Jr. will hold 63% interest and Mr. Wommack will hold 37% interest. Filed Dec. 10.

WCLI Corning, N. Y., and WELM Elmira, N. Y.—Assignment of license from Corning Leader Inc. to Elmira-Corning Bcstg. Corp. for purposes of administration (same stockholders will continue to hold same control and there is no monetary consideration involved). Filed Dec. 11.

KWSH Wewoka, Okla.—Assignment of license from KADA Bcstg. Inc. to Tri-City Bcstg. Co., for purposes of separate administration of station. Stock to be held in substantially same manner as before transfer. Filed Dec. 11.

WAYB Waynesboro, Va.—Relinquishment of control Waynesboro Bcstg. Corp. by Judson T. Phillips and William R. Gallaher through sale of 45 shares of stock now held by Mr. Gallaher to N. Wilbur Kidd, who now holds 79 shares, for $4,950. Filed Dec. 11.

WIGM Medford, Wis.—Assignment of license from George F. Meyer to Radio Station WIGM Inc. for $30,000. Principals of WIGM Inc. include Harold R. Murphy (46⅔% interest), president Northshore Pub. Co., Milwaukee, Wis., and Charles Nelson (33⅓%), salesman for WNAM Marinette, Wis., and manager of WBEV Beaver Dam, Wis., and WIGN Madison, Wis., and two other Wisconsin residents. Filed Dec. 11.

WDHL Bradenton, Fla.—Assignment of license from Manatee Bcstg. Co. to Trail Bcstg. Corp., for $55,000. Trail Bcstg. Corp. is wholly owned subsidiary of Land O'Lakes Bcstg. Corp., licensee of WILE Cambridge, Ohio. Filed Dec. 13.

WIST-AM-FM

New Joint Facility Starts This Week

WIST and WIST-FM Charlotte, N. C., go on the air for the first time as a team sometime this week.

For WIST it will be the premiere. WIST-FM will be returning to the air after ceasing operations last February so that personnel could devote energies to activating WIST.

*

WIST will operate under the supervision of Ray A. Furr, managing director. It will be on 930 kc with day power of 5 kw and 1 kw directional at night.

Assisting Mr. Furr will be Tom Mitchell, commercial manager; John N. Parker, chief engineer; James A. Frazer, program director, and Pat McGuinness, news director.

The stations are licensed to the Broadcasting Company of the South which operates WIS Columbia, S. C., and WSPA Spartanburg, S. C. Richard G. Shafto is general manager of the company.

WIST(FM) originally went on the air in 1948. At that time the company had an AM application pending for 930 kc. Permit for the AM operation was granted by FCC last Jan. 23. Last February, when WIST(FM) ceased operation to help get WIST on the air, it notified FCC it would reapply for a broadcast permit. Authority for WIST(FM) to return to the air was granted Dec. 5.

WIST's transmitter is located at Thomasboro, N. C., using Gates equipment and three 241-foot Truscon self-supporting towers for its directional pattern.

The AM station will be affiliated with MBS, will use Thesaurus and Associated Press services. Free & Peters will be national representatives.

WIST-FM will use the same equipment it did previously. It will transmit from atop the Liberty Life Bldg. The FM outlet will operate on 104.7 mc with 50 kw effective radiated power.

Mr. Furr

Mr. Shafto

FCC Actions

(Continued from page 103)

December 13 Decisions . . .

COMMISSION EN BANC

Extend Authority

WHYN-FM Holyoke, Mass.—Granted extension of special experimental authority to operate WHYN-FM by remote control from WHYN transmitter site, for period ending March 1, with same conditions as those in original grant.

December 13 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following stations request renewal of license:

WASH (FM) Washington; KBUR-FM Burlington, Iowa; WHDH-FM Boston; WFRS (FM) Grand Rapids, Mich.; WCAL-FM Northfield, Minn., and WAIR-FM Winston-Salem, N. C.

Application Returned

WKLX Lexington, Ky.—RETURNED application for mod. of license to change main studio location.

Application Dismissed

KDON Palm Beach, Calif. — DISMISSED application for modification of license to change main studio location.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Hill & Range

ANYTIME

On Records: Eddie Fisher — 20-4359; Dick Haymes — Dec. 27885; Helen O'Connell—Cap. 1896; Eddy Arnold—Vic. 20-2715.

On Transcription: Spade Cooley—Standard.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

BMI

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Wanted: General manager for mid-western radio station. 35,000 town. One who wants to locate and rear his family in a small community. Salary and share in profits. Education and experience necessary. Answers strictly confidential. Box 721L, BROADCASTING.

Salesman

Salesman with proven sales record. Position offers salary plus commission in quarter million midwest market. Radio sales at outset with chance to work into TV. Prefer married man who is anxious to get ahead in a rapidly growing organization. Send recent snapshot and complete history in first letter. Address Box 707L, BROADCASTING.

Excellent opportunity for salesman who knows radio and value of account servicing. Good draw against 15%. Send complete details, air mail. P. O. Box 112, Gloversville, New York.

Wanted—By oldest radio station west of Mississippi River, aggressive, experienced salesman. Vacancy due to change in personnel to accomodate station's TV operation. Job is permanent; good salary plus profitable incentive plan. Working conditions ideal. Station staffed to support hard working salesman with ideas, campaigns and copy that are productive. Send complete information 1st letter to: Sales Manager, WOC, 805 Brady, Davenport, Iowa.

Announcers

Wanted—announcer with good hard punching commercial voice. Large mid-western market. Send audition disc and all details first letter. Box 367L, BROADCASTING.

Act quick. Announcer-engineer, with first class ticket, accent on announcing. Growing 250 watt network station in beautiful northern Virginia. $240 month to start, automatic raises. Send disc and qualifications. Box 710L, BROADCASTING.

Upper midwest 1 kw CBS affiliate needs staff announcer. Prefer 1-2 years experience. Send letter, photo, audition recording. Immediate opening. Box 712L, BROADCASTING.

Wanted: Good announcer with ticket. There is a good job for you in Oregon's great Willamette Valley. Air mail disc, picture and history and salary desired. Box 720L, BROADCASTING.

Arizona station wants outstanding combo DJ, $400.00. Box 724L, BROADCASTING.

Five kw eastern Ohio network affiliate desires versatile man with strong news and sports background. Send picture and full information. Box 725L, BROADCASTING.

Immediate opening for qualified staff announcer with southeastern station. Operate RCA board, news, DJ. Excellent working conditions. Send disc or tape along with full details first letter. Box 732L, BROADCASTING.

Five kw CBS station needs combination announcer-engineer. Accent on announcing. Apply KOOK, Billings, Montana.

Announcer-first ticket. $300 monthly and more depending announcing ability. Ideal working conditions using 3 tickets daytime operation. Announce approximately 20 hours weekly. 6 day week. Send details and voice audition Manager, KTFY, Brownfield, Texas.

Wanted, combo man for good paying, permanent association with KWJB-NBC, Globe, Arizona, telephone Globe 41, collect.

Help Wanted (Cont'd)

Announcer-salesman, air work confined 6:00-8:30 a.m. Must do top personality DJ morning show. $250 guarantee plus commission. Network affiliate, strong on sports, DJ shows, highly saleable market. Want announcer with talent plus ability to sell. Full details first letter, include tape or disc. KWSL, Lake Charles, La.

Wanted—Two combo men, one first of December. One end of December, forty hour week. Salary $45.00 to $65.00, commensurate with ability. WACA, Camden, South Carolina.

Announcer-engineer for new station New York metropolitan area. WALK, Patchogue, Long Island.

Announcer wanted, interested in announcer for regular staff work, prefer residence of N. C., S. C., or Virginia. Contact Allan Wannamaker, Radio Station WGTM, Wilson, N. C.

Immediate opening—2 combo announcer-engineers 1st phone, emphasis announcing. Start $60 for 40 hour week. Send disc, photo, resume. WHBS, Huntsville, Alabama.

Morning man—Hard hitting announcer. Only experienced need apply. Prefer man state Wisconsin, near middlewest. Reasonable starting salary, health benefits. Send disc, tape, complete letter program director, WHBY, Appleton, Wisconsin.

Combination announcer-engineer. Wire WJON, St. Cloud, Minnesota, or call 1240. ABC affiliate.

All-round announcer. Prefer experience, will accept qualified man fresh from radio school. Send statistics, draft status, audition of news, spots, DJ work, to Dave Kane, WLAU, Laurel, Mississippi.

Immediate opening for morning announcer with first class license. 500 W regional station. Congenial staff; permanent position, pay $60 minimum. WMIK, Middlesboro, Kentucky.

Announcer-engineer, first phone. State experience and salary requirements first letter. WMLT, Dublin, Georgia.

Combination announcer-engineer. Wire or write WOXF, Oxford, North Carolina.

News, special events, gather via telephone, write, air local news. Program assignments requiring ad lib and interview experience. Typist preferred. Advancement opportunity. Start $240 a month, regular raises. WSMI, Litchfield, Illinois.

Wanted: Announcer with 1st class phone ticket. Opportunity to attend Mississippi State College on off hours. Needed at once. WSSO, Starkville, Mississippi.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Program expansion by the Personality Stations—WKNA 5000 W ABC in Charleston, W. Va. and WJLS 1000 W CBS in Beckley, W. Va.—has created new staff openings for qualified announcers. Men familiar with ABC and CBS schedules preferred, but not necessarily required. These positions present fine opportunity to grow with progressive organization in two of West Virginia's leading radio markets. Send disc and full particulars to Program Director, Personality Stations, P. O. Box 3106, Charleston, W. Va.

Wanted: Announcer with 1st class phone ticket to open with new station at Aberdeen, Mississippi. Available approximately 15th of January. Contact Joe Phillips, Starkville, Mississippi.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Help Wanted (Cont'd)

Need combination announcer-engineer for Minnesota station. Want man able to work into chief engineer. Good salary. Mail details. Box 624L, BROADCASTING.

Wanted—First phone engineer for transmitter duty. Car required. $50 for 44 hours. Box 678L, BROADCASTING.

If you like hunting, salt water and fresh water fishing in the land of sunshine and the salary, of course, there is an opportunity for you if you have a first class ticket and voice. Send tape or disc and full information. Box 697L, BROADCASTING.

Opening available in southern AM-TV station for an alert, licensed engineer with maintenance and control room experience. Reply Box 728L, BROADCASTING.

Engineer-announcer, experienced combination man, good personality ad lib type able to handle nite shift. Starting salary between $280 and $320 based on announcing ability. Opportunity to sell on commission also. Network affiliate, strong on sports, DJ shows, highly saleable market. Full details first letter, include tape or disc. KWSL, Lake Charles, La.

Chief Engineer. New station New York metropolitan area. Good salary, opportunity. Station WALK, Patchogue, Long Island.

Engineer, first class ticket, no combo work. Contact WBYS, Canton, Illinois.

First class engineer, no experience required, WCDT, Winchester, Tennessee.

Immediate opening for engineer with first class license. Contact Allen B Jones, Radio Station WGNI, Wilmington, N. C.

Have immediate opening for first class operator, studio and transmitter work. Experience not necessary. Write WHDL, Olean, New York, for further information.

Will train inexperienced licensed engineer for 6 a.m. to noon announcing shift. Good future, guaranteed housing. 250 Mutual near seashore, good hunting, fishing. Immediate opening. Air mail details WHIT, New Bern, N. C.

Modern progressive station in heart of Lake Erie vacation land has permanent position for engineer. Excellent salary and generous vacation plan. Contact Chief Engineer, WLEC, Sandusky, Ohio, immediately.

Wanted: Engineer with first phone; plus topnotch radio salesman. Contact John Struckell, Radio Station WOND at Pleasantville 3971 in Pleasantville, New Jersey.

WOSC, Fulton, New York needs transmitter engineer. Experience unnecessary. Contact Dick Horan, Chief Engineer, WOSC, Fulton, New York, 2-2255.

Engineer or announcer-engineer, immediate opening, WVOS, Liberty, N. Y.

Radio test technicians and radio test engineers for alignment, test and trouble-shooting of complicated radio equipment. These jobs require thorough theoretical knowledge and extensive experience in practical radio. Pay is excellent (many technicians earn up to $120.00 a week), working conditions are of the finest, opportunities for advancement are good and you'll like the employee benefits. All this plus the opportunity to work in the finest city in the midwest! Write for an interview or send resume of qualifications to B. V. Mayrhauser, The Turner Company, 909 17th St., N. E., Cedar Rapids, Iowa.

Help Wanted (Cont'd)

Production-Programming, Others

Wanted: Experienced, personable woman to conduct television cooking program in southern city. Send details on experience and recent photograph in first letter. Box 716L, BROADCASTING.

Seasoned newsman. Assist news editor. Rewrite, gather, edit, broadcast. Permanent, good future right man. 5kw watts. CBS affiliate, northern New England. Box 738L, BROADCASTING.

Mature young woman for daytime station traffic work and some copywriting. Include in reply details of experience and photo WANN, Box 748, Annapolis, Maryland.

Woman copywriter, experienced, attractive and capable of calling on clients. Excellent working conditions and continuous chance for promotions. Wire or write WDYK, Cumberland, Maryland.

Wanted: Experienced news man, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

Copywriter, immediate opening. Experience necessary. Send full particulars, including photo and salary required. WGEM, Quincy, Illinois.

Experienced commercial copywriter. Also do traffic work. In reply include sample commercials, photo, details of experience. WVSC, Somerset, Pa.

Television

Technical

Wanted—TV chief engineer. Man must be able to take over operating station completely. Box 580L, BROADCASTING • *TELECASTING.*

Production-Programming, Others

Wanted—TV production chief. No live. Man who can handle all phases of film, slide scheduling, etc. Must be willing dig in, work hard. Right man can have unlimited opportunity. Box 579L, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Eight years of experience in radio have helped me bring two stations back to sound financial basis, one of which was operating in the red. I'd like to use that experience now in the north or west where I want to settle permanently. I have good job, but want security earned by hard work. Starting salary must be good and potential must be there for the future. Reply Box 694L, BROADCASTING.

Sales manager of small market station desires change to metropolitan market in midwest. 2 children. 27. Veteran. Box 713L, BROADCASTING.

Young station manager interested in change. No hurry. Prefer south. Civic minded, conscientious, proven ability, excellent references, no bad habits. Organizational experience. Have pulled two stations out of red into money making operations. Have top rated morning program. Personal interview can be arranged. Write Box 719L, BROADCASTING.

Salesmen

Local salesman-salesmanager, transcription representative wants high paying opportunity. Box 690L, BROADCASTING.

Announcers

Topnotch, draft exempt announcer, newscaster, disc jockey. First phone license. Now working. Desire relocate near NYC. Audition. Box 635L, BROADCASTING.

Basketball play-by-play man available immediately. One of nation's best. Seven years experience in metropolitan area. Excel in basketball, baseball and football. Excellent voice. Finest references. Desires AM or TV station strong on sports. Veteran, 30, college grad. Confident my air checks will convince you. All offers considered. Box 657L, BROADCASTING.

Situations Wanted (Cont'd)

Versatile announcer, 33, with talent for impersonations and good selling voice desires permanent Florida position. Employed past 27 months top midwest network station. Strong on DJ, news. College graduate. Married. Draft exempt. Box 706L, BROADCASTING.

Announcer-newsman. Seven years announcing experience. News, 1½ years. Single, age 27. Box 709L, BROADCASTING.

Available at once. Far better than average sportsman. Completely qualified to handle every sports detail and sell on staff. Handle board, have restricted ticket. Past 1½ years in sales. Desire straight announcing anywhere with chance for advancement. No skater or drifter, but settled family man, draft exempt, will consider all offers. Box 714L, BROADCASTING.

Experienced staff announcer. Radio school graduate. Single. References. Excellent voice. Box 718L, BROADCASTING.

Two man news sports package. 13 years combined experience; past 5 years back back twice daily, outstanding results, ratings and full background on request.) Presently in 400,000 listener market. Desire larger market. $15,000 minimum annual guarantee for package. Will not consider individual offers. Box 722L, BROADCASTING.

Qualified, conscientious announcer, special events, news gathering and writing, comprehensive background in music and its programming. Married, draft deferred, university graduate, 27 years old. More than eight years experience. Only permanent positions with equitable salary considered. Box 725L, BROADCASTING.

Announcer-BA Degree English, light experience, all phases program copy (including play-by-play sports) control board. Veteran, draft exempt. Box 727L, BROADCASTING.

Announcer, script writer. Wants position good voice announcing all phases. Commercial writing. Veteran. Single College. Box 730L, BROADCASTING.

Announcer-general staff, five years. Now employed, 250 watter, desires larger market. Box 735L, BROADCASTING.

Canadian announcer-producer, network experienced. Moving south in January. Looking for good job with progressive major market station which can use top man with ideas. Draft exempt. Experienced at network and transcribed commercials, news, special events and other type programs. No regional accent. Write Box 737L, BROADCASTING.

Announcer, copywriter. Diploma. Experienced, married, 3 years college. Piano tuner, play piano, bass and sing. Excellent character and references. Past exalted ruler and special deputy of negro Elks. Excellent salesman, salesman. Diplomat wife capable of handling women's program. Available at once. Will mop studio floor and shine managers shoes. Will even vote Republican. Please over look this a negro and give me a break. Box 738L, BROADCASTING.

Desire combo work in southwest. Colored, writer, musician. Wish creative work. Available immediately. Hal Howard, 5219 S. W. Corbett, Portland 1, Oregon.

Sportscaster desires eastern location. Play-by-play all sports, staff announcing, excellent background in music library work. 24, veteran, 3A, available January 3. Contact Rollie Scott, WFIN, Findlay, Ohio.

Staff announcer. Recent graduate, desires staff work. Strong on commercials and news. Deep voice. Free to travel. Box 471L, BROADCASTING.

Announcer: Experienced all phases. 25 years old. Single, draft exempt. Good mature voice. Write, wire Marty Ladd, 26-11 25th Street, L. I. C. 2, New York.

Technical

First phone, 4¾ years experience. State salary, working conditions first letter. Box 562L, BROADCASTING.

Wanted—Chief engineers job AM-FM-TV. 10 years experience. References Box 567L, BROADCASTING.

Veteran, 1st phone radio engineer. Desires position. 2½ years technical experience. Raoul Kunstadt, 34-31 72nd Street, Jackson Heights, New York.

Combination chief engineer-announcer, secondary market, 3 years experience. $75 minimum 40 hours. Draft exempt, married, car, available January 1st. Geo. Wischmeyer, 3305 40th Avenue, So., Minneapolis, Minn.

Situations Wanted (Cont'd)

Engineer, first phone, three years experience AM, FM, studio. Married veteran with dependents, have car. Desire permanent position. Presently employed. State salary, working conditions and housing availability. Will accept best offer. Box 717L, BROADCASTING.

First class ticket wants job in Fla., Texas or California. Box 739L, BROADCASTING.

Veteran, colored, first class license, wish permanent position, 15 years technical radio experience, engineering graduate, will travel, available immediately. Wire or write Karl Vann, 584 Kosciusko Street, Brooklyn, N. Y.

Production-Programming, Others

Program director, 8 years experience including announcing, production, promotion, sales aid training. Will change for better salary. Box 708L, BROADCASTING.

Program director. Married man, eight years experience in writing, production, announcing available for small station. Top air work, play-by-play, excellent record in radio and civic affairs. Box 715L, BROADCASTING.

Copywriter-scenarist-producer. Top-flight. AM and/or TV. Station, agency. Samples to specifications. Details, remuneration first letter, please to Box 729L, BROADCASTING.

Program director desires position with progressive station. Top announcing experience, news editor 3-man staff, plus experience most phases broadcasting, radio-journalism degree. Box 731L, BROADCASTING.

Program director-announcer, 26, vet, married, college, 5 years radio, 2½ PD. Available immediately. Best references. Box 183, Butler, Penna.

Television

Production-Programming, Others

Versatile man for busy TV operation, aiming for responsible executive position. Varied background in radio, theatre, agency TV department. Announcer, writer, actor, director. Box 723L, BROADCASTING • *TELECASTING.*

For Sale

Stations

1000 watts. Fulltime. Now grossing $115,000 but can be upped considerable. Good net. $300,000. Box 705L, BROADCASTING.

Southwestern 250 watt fulltime station for sale. Price $31,000 for quick sale. Locality good, retail sales high. Owners have other interests. All replies kept confidential. Box 711L, BROADCASTING.

Fulltime net affiliate in near west. Second largest single station market in state. Profitable. No TV or high power anywhere near. $36,000 largely cash. Box 734L, BROADCASTING.

Equipment etc.

For sale: 375 foot 40-ton self supporting Lehigh tower now standing. Stressed to carry FM or TV or both. Complete with A-4 lighting and 8 bay W.E. FM antenna. Priced to sell. Box 602L, BROADCASTING.

One kilowatt Western Electric AM transmitter model 443-A-1, final tubes changed from Western Electric to RCA type 833-A. A Western Electric limiter model 1126-C includes 126-C limiter amplifier, 298-A control panel and 20-B rectifier. A Wincharger tower type 300 triangular, height 260', complete with type 300 M.M. beacon assembly, lighting wire, conduits and 375 feet open wire transmission line and tuning house components. Box 665L, BROADCASTING.

For sale: Andrews Co-Ax—3⅛" diameter, 100 ft. in five 20 ft. lengths. New, in original crate at $3.75 per foot, f.o.b. Muskegon, Michigan. Write Manager, WKBZ.

Complete equipment for 860 250 watts-all RCA selling best bid. Gerald O'Grady, North Adams, Massachusetts.

General Radio distortion and noise meter, type 1932-A. New condition, $395. Robert M. Silliman, 1011 New Hampshire Avenue, N. W., Washington, D. C.

For Sale (Cont'd)

Truscon H-30, 295 foot tower, 1 kw GE FM transmitter, monitor and limiter. Magnecorder PT6A and PT6R. W. E. arms and reproducers. Collins remote single and double speech input equipment. G. E. program and preamp amplifiers. All used year and half. No reasonable offer refused. Box 419L, BROADCASTING.

Wanted to Buy

Equipment etc.

Wanted: 1 kw amplitude modulated transmitter. State price, condition, age. Also need CAA-A3 beacon and flasher. Box 733L, BROADCASTING.

Wanted: 1 kw or 3 kw FM transmitter, state price, condition, age. Lee Hodges, Radio Station WCPS, Tarboro, N. C.

Wanted: 3 kw FM transmitter, antenna, monitors, transmission line, other equipment for complete FM installation. Must be real bargain for cash. Dixie Broadcasting Co., Jackson, Tennessee.

Will pay cash for good one kw transmitter, modulation and frequency monitor, two turntables and record library. What do you have? Write C. L. Graham, 1145 Walnut Street, Gadsden, Alabama.

Miscellaneous

Radio package house will consider scripts, all kinds. Soundstage, Inc., 2225 Irving Street, San Francisco, California.

Help Wanted

Salesmen

SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. No traveling. Experience in broadcast transmitters or audio equipment essential. Engineering degree desired but equivalent experience may be substituted.
Give full details, including age, education, experience and salary desired.

BOX 651L, BROADCASTING

Announcers

IF YOU ARE SINGLE
and
Want to Spend the Winter
In The
VIRGIN ISLANDS

If you're a combo man with a first phone—accent on announcing—there's a post for you at WSTA. Stay as long as you like but you'll like it especially well while the icicles are hanging low up North. Openings for three.
You'll throw rocks at Florida after you see St. Thomas. Write to:

Bill Greer
WSTA
St. Thomas, V. I.

Situations Wanted

Managerial

NOW!

STATION OR NETWORK MANAGER AVAILABLE

Man with push and imagination for telecaster-broadcaster in need of fresh energy and knowledge of cost cutting to spark operations and public relations in major city. Unique background TV, AM & newspapers. Knows planning, selling, operations and production: all phases TV commercials, live & film. Would be tops for ad agency radio-TV department or ad manager for large company. Age 40; married: Two colleens. Start $15,000. P. O. Box 5812, Cleveland, Ohio.

For Sale

Equipment, etc.

5KWAMTR

Now available West Coast station. Model 355-E-1 Western Electric transmitter in good operating condition. Good stock spare parts and new tubes. WE Model 1-C frequency meter and RCA 96A modulation monitor. $10,000 and you take it from our transmitter building. Box 736L, BROADCASTING.

FOR SALE

Completely refinished 16 inch transcription filing cabinets $30 each crated F.O.B. Hollywood
16 inch transcription cabinets workable condition $10 each uncrated F.O.B. Hollywood

Standard Radio Transcription Services, Inc
140 N. La Brea
Hollywood 36, Calif.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

Howard S. Frazier
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

(Continued on next page)

$1.00

to cover handling

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when submitting

CLASSIFIED APPLICATION MATERIAL

(transcriptions, bulk packages, etc. Regular Letters Excluded)

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

cannot be responsible for delay in forwarding such material, arriving without necessary remittance.

Strictly Business

(Continued from page 16)

sion, in France, Germany and Austria.

Before entering the Army, he attended St. Benedict's College in Atchison, Kan. Earlier schooling took place on Chicago's north shore and in the suburb Highland Park, where he was born 28 years ago.

His BBDO "snooping" fostered an interest in radio, and he left after two years to join Montgomery, Ward and Co. as a radio time-buyer. After meeting a score of time salesmen—"who sold me on their business"—Mr. Bowden joined Taylor-Borroff (now the Taylor Co.) station representative firm in April 1949 when Ward's "went out of the radio business." For a year before joining the Pearson company he headed the Chicago agency, Louis A. Smith Co.

Eager to back-up his practical work in advertising with theory, Mr. Bowden took professional night courses for two years at Northwestern U. and Loyola U. while working in Chicago.

He is married to the former Betty Jane Ruark of Kansas City, Mo., and they have a son, James David, almost 3. After a successful and swift transplanting to Minneapolis, they are hibernating this winter with house plans, which they hope to carry out next year. Mr. Bowden's project is the yard and garden, while his wife supervises the color and fabrics planning.

School

JOBS IN RADIO!

Become an announcer, writer, producer or sales manager.
Nearly fifty jobs now available for trained personnel. Write for information about professional accelerated and correspondence courses.

National Academy of Broadcasting, Inc.
3338 16th St., N.W., Wash., D. C.

SRT • SRT • SRT • SRT • SRT

SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

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SCRIPT WRITING • ADVERTISING

Outstanding Faculty of Network Professionals

Co-Educational • Day or Evening
Small Classes
Approved for Veterans

Write for Prospectus
DEPT. H

School of Radio Technique
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois.

SRT • SRT • SRT • SRT • SRT

KNX Hollywood and Columbia Pacific Sales and Sales Promotion departments move to new offices in newly-renovated building adjoining CBS Sunset Blvd. studios.

JEAN HERSHOLT (l), president, Motion Picture Relief Fund, and Howard S. Meighan, president of CBS Radio, complete negotiations for presentation by CBS Radio of two half-hour weekly dramatic shows on behalf of the Fund.

GRAFTON B. PERKINS

Lever Executive Dies

GRAFTON B. PERKINS, 68, retired vice president and advertising manager of Lever Bros., died at his home in Cambridge, Mass., Dec. 6.

Mr. Perkins, who had majored in chemistry at Massachusetts Institute of Technology, was a veteran of 38 years' experience in the advertising field. After association with McGraw-Hill as promotion manager and the *Boston Post* as advertising manager, he joined Lever Bros. in 1924, serving there until his retirement in 1946. He was a colonel in Army Intelligence during World War I and public relations adviser to Rubber Administrator Bradley Dewey during World War II.

Mr. Perkins is survived by his wife, a son, a daughter and his mother.

Covers Crash

NEW remote pickup of KMYR Denver got its first official workout enabling on-the-scene coverage of B-29 bomber crash into several east Denver homes fortnight ago. Dick Leonard, station news director, has the two-way FM system installed in his car.

CHARLES HOWELL

Dies Dec. 8 in Colorado

CHARLES R. HOWELL, 70, secretary-treasurer of Western Slope Broadcasting Co., licensee of KFXJ Grand Junction, Col., died at his home Dec. 8 following an illness of a year.

Mr Howell

Born in Laconia, Iowa, Nov. 9, 1882, his parents were among early settlers of eastern Colorado, homesteading in Kit Carson County. Mr. Howell, himself, homesteaded in that area in 1905. He married Laura Evans in 1907. Early years were spent in teaching, farming and ranching. After World War I he moved to Denver so that his son, Rex, could enter school there and at the same time could take up further study of radio for which Rex had shown a preference.

When Rex established KFXJ at Edgewater, Col. in 1926, Mr. Howell helped to operate the station on the side while continuing work as a mortician. In 1928, he resigned his position and devoted full time to radio.

In 1930, he entered business as partner with his son and KFXJ was moved to Grand Junction.

Western Slope Broadcasting Co. was a father-and-son partnership which pioneered broadcasting service to western Colorado. In 1949, it was incorporated and another member of the family joined the firm. Ruth Howell, oldest daughter of Rex, was named vice president. Thus the company became a three-generation family firm. In 1950, a second station, KGLN, was founded at Glenwood Springs, Col., by Mr. Howell and his son.

Last May, Mr. Howell appeared on the 25th anniversary program of KFXJ with his son and granddaughter. Mr. Howell had been active in community life, particularly church work.

He is survived by his wife, his son, three brothers and a sister.

NEED AN ANNOUNCER?

- looking for a job
- equipment for sale
- need an engineer
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted, 20¢ per word	($2.00 minimum)
Help wanted, 25¢ per word	($2.00 minimum)
All other classifications 30¢ per word	($4.00 minimum)
Display ads, $15.00 per inch	

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH DEC. 13

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,312	2,292	128		310	107
FM Stations	647	562	82	*1	11	2
TV Stations	108	93	15		466	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

Baton Rouge, La. — Air Waves Inc. (WLCS) and KJAN Bcstg Co. FCC issued decision granting application of WLCS for change in facilities from 1400 kc, 250 w, fulltime, to 910 kc, 1 kw, fulltime; conditions. FCC denied application of KJAN for new AM station on 910 kc, 5 kw, fulltime. Decision Dec. 7.

FCC denied petition filed by KBRO Bremerton, Wash. (Bremerton Bcstg. Co.), requesting continuance of oral argument scheduled for Dec. 11 on its application and that of KTNT (FM) Tacoma, Wash. (Tribune Publishing Co.); designated for oral argument KBRO's petition for reopening of record, and directed parties to address arguments to issues raised by petition for reopening of record in addition to those raised by exception.

INITIAL DECISION

FCC issued initial decision holding that A. D. Ring & Co., Washington, D. C., does not meet basic eligibility provisions of Sec. 11.501 (a) of the rules governing industrial radio services in seeking authorization to operate station in special industrial radio services for communication purposes in adjustment of directional antennas of standard broadcast stations. Ring & Co. had operated station under Class 2 experimental service authorization.

OPINION AND ORDER

By opinion and order FCC denied request for oral presentation in current television proceeding filed by Daily News Television Co. and Pennsylvania Bcstg. Co., Philadelphia; KROW Inc., Oakland, Calif., and Wisconsin Bcstg. System Inc., Milwaukee.

Non-Docket Actions . . .

TRANSFER GRANTS

WKHM Jackson, Mich.—Granted assignment of CP from WKMH Inc. to Jackson Bcstg. & Telecasting Corp. to simplify administrative, financial and other related problems arising from operation of stations in two different cities. No monetary consideration. Granted Dec. 11.

WMIN-AM-FM St. Paul, Minn. — Granted transfer of control WMIN Bcstg. Co., licensee, from Mort Bentson and Marion E. Newman as executor and administrator CTA of estate of Edward Hoffman, deceased, to Mort Bentson and N. L. Bentson as trustees of testamentary trust of Edward Hoffman, deceased. No monetary consideration. Granted Dec. 13.

New Applications . . .

AM APPLICATIONS

South Hill, Va.—Mecklenburg Bcstg. Corp., 1370 kc, 1 kw, daytime; estimated construction cost $10,750, estimated first year operating cost $36,000, estimated first year revenue $48,000. Principals of applicant corporation include John T. Shultz (49%), general manager WMVA Martinsville, Va., and Philip F. Hedrick (49%), chief engineer WSJS-AM-FM Winston-Salem, N. C., and two other stockholders. Filed Dec. 10.

Hartselle, Ala.—Dorsey Eugene Newman, 860 kc, 250 w, daytime; estimated construction cost $7,400, estimated first year operating cost $15,000, estimated first year revenue $25,000. Mr. Newman is an instructor at Shades Valley High School, Birmingham, Ala., and part-time announcer at WVOK Birmingham. Filed Dec. 11.

Prestonburg, Ky. — Elkhorn Bcstg. Corp., 810 kc, 1 kw, daytime; estimated construction cost $10,360, estimated first year operating cost $35,000, estimated first year revenue $42,500. Principal stockholder is DuRan Moore, County Court Clerk, Floyd County, Prestonburg; there are nine other Kentucky businessmen in corporation. Filed Dec. 12.

Roanoke, Va.—Rollins Bcstg. Inc., 570 kc, 500 w, daytime; estimated construction cost $22,890, estimated first year operating cost $60,000, estimated first year revenue $60,000. Applicant is licensee of WJWL Georgetown, Del. Filed Dec. 13.

Vero Beach, Fla.—Indian River Bcstg. Co., 1490 kc, 1 kw, fulltime; estimated construction cost $10,689, estimated first year operating cost $30,000, estimated first year revenue $36,000. Applicant is licensee of WIRA Fort Pierce, Fla. Filed Dec. 13.

TV APPLICATIONS

Asheville, N. C.—Skyway Bcstg. Co., Ch. 13 (210-216 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 2,087 ft.; estimated construction cost $323,450, estimated first year operating cost $60,000, estimated first year revenue $60,000. Applicant is proposed assignee of WLOS-AM-FM Asheville. Filed Dec. 11.

Little Rock, Ark.—Arkansas Radio & Equipment Co., Ch. 4 (66-72 mc), ERP 100 kw visual, 50 kw aural, antenna height above average terrain 795 ft.; estimated construction cost $604,681.60, estimated first year operating cost $144,000, estimated first year revenue $160,000. Applicant is licensee of KARK Little Rock. Filed Dec. 12.

TRANSFER REQUESTS

WTNT Tallahassee, Fla.—Relinquishment of control Tallahassee Appliance Corp., licensee, by Frank W. Hazelton through sale of 183¼ shares of stock to Frank W. Pepper for $3,650 and 37½ shares to the licensee corporation's treasury for $7,500. After transfer, Mr. Hazelton will hold 93¾ shares (50%), Mr. Pepper will hold 68¾ shares (36.6%) and Emanuel Jones will continue to hold 25 shares (13.4%). Filed Dec. 10.

WLBL Stevens Point, Wis.—Assignment of license from State of Wisconsin, Dept. of Agriculture, to State of Wisconsin, State Radio Council, for reasons of economy and efficiency of operation. No monetary consideration. Filed Dec. 10.

WMFT Florence, Ala.—Assignment of license Tri-Cities Bcstg. Co., licensee, to Daylight Bcstg. Co., through sale of 100% stock for $10,000 cash and $6,000 payable $100 a month for 5 years, and assumption of expenses of current operation. Principal stockholders in Daylight include Richard B. Biddle, former manager WLAY Sheffield, Ala., and WJRD Tuscaloosa, Ala. (33⅓%), and seven other Pennsylvania and Alabama businessmen. Filed Dec. 10.

KWJJ Portland, Ore.—Assignment of license KWJJ Bcst. Co. to Wilbur J. Jerman, who holds all outstanding stock of corporation. No monetary consideration. Filed Dec. 10.

KWJJ Portland, Ore.—Assignment of license from Wilbur J. Jerman to Rodney F. Johnson for $200,000. Mr. Johnson is owner of the Rex Recording Co., Portland, and also a technician for KWJJ. Filed Dec. 12.

KALT Atlanta, Tex.—Assignment of license to H. H. Wommack Jr. and David A. Wommack, who now hold 51% and 25% of stock respectively, from Robert S. Bielch who now holds 24% of stock, which will be transferred to the Messrs. Wommack for $9,266, with the 24 shares to be divided evenly between the Wommacks. After transfer, Mr. Wommack Jr. will hold 63% interest and Mr. Wommack will hold 37% interest. Filed Dec. 10.

WCLI Corning, N. Y., and WELM Elmira, N. Y.—Assignment of license from Corning Leader Inc. to Elmira-Corning Bcstg. Corp. for purposes of administration (same stockholders will continue to hold same control and there is no monetary consideration involved). Filed Dec. 11.

KWSH Wewoka, Okla.—Assignment of license from KADA Bcstg. Inc. to Tri-City Bcstg. Co., for purposes of separate administration of station. Stock to be held in substantially same manner as before transfer. Filed Dec. 11.

WAYB Waynesboro, Va.—Relinquishment of control Waynesboro Bcstg. Corp. by Judson T. Phillips and William R. Gallaher through sale of 45 shares of stock now held by Mr. Gallaher to N. Wilbur Kidd, who now holds 79 shares, for $4,950. Filed Dec. 11.

WIGM Medford, Wis.—Assignment of license from George F. Meyer to Radio Station WIGM Inc. for $30,000. Principals of WIGM Inc. include Harold R. Murphy (46⅔% interest), president Northshore Pub. Co., Milwaukee, Wis., and Charles Nelson (33⅓%), salesman for WNAM Marinette, Wis., and manager of WBEV Beaver Dam, Wis., and WIGN Madison, Wis., and two other Wisconsin residents. Filed Dec. 11.

WDHL Bradenton, Fla.—Assignment of license from Manatee Bcstg. Co. to Trail Bcstg. Corp., for $55,000. Trail Bcstg. Corp. is wholly owned subsidiary of Land O'Lakes Bcstg. Corp., licensee of WILE Cambridge, Ohio. Filed Dec. 13.

WIST-AM-FM

New Joint Facility Starts This Week

WIST and WIST-FM Charlotte, N. C., go on the air for the first time as a team sometime this week.

For WIST it will be the premiere. WIST-FM will be returning to the air after ceasing operations last February so that personnel could devote energies to activating WIST.

WIST will operate under the supervision of Ray A. Furr, managing director. It will be on 930 kc with day power of 5 kw and 1 kw directional at night.

Assisting Mr. Furr will be Tom Mitchell, commercial manager; John N. Parker, chief engineer; James A. Frazer, program director, and Pat McGuinness, news director.

The stations are licensed to the Broadcasting Company of the South which operates WIS Columbia, S. C., and WSPA Spartanburg, S. C. Richard G. Shafto is general manager of the company.

WIST(FM) originally went on the air in 1948. At that time the company had an AM application pending for 930 kc. Permit for the AM operation was granted by FCC last Jan. 23. Last February, when WIST(FM) ceased operation to help get WIST on the air, it notified FCC it would reapply for a broadcast permit. Authority for WIST(FM) to return to the air was granted Dec. 5.

WIST's transmitter is located at Thomasboro, N. C., using Gates equipment and three 241-foot Truscon self-supporting towers for its directional pattern.

The AM station will be affiliated with MBS, will use Thesaurus and Associated Press services. Free & Peters will be national representatives.

WIST-FM will use the same equipment it did previously. It will transmit from atop the Liberty Life Bldg. The FM outlet will operate on 104.7 mc with 50 kw effective radiated power.

Mr. Furr

Mr. Shafto

FCC Actions

(Continued from page 103)

December 13 Decisions . . .

COMMISSION EN BANC

Extend Authority

WHYN-FM Holyoke, Mass.—Granted extension of special experimental authority to operate WHYN-FM by remote control from WHYN transmitter site, for period ending March 1, with same conditions as those in original grant.

December 13 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following stations request renewal of license:

WASH (FM) Washington; KBUR-FM Burlington, Iowa; WHDH-FM Boston; WFRS (FM) Grand Rapids, Mich.; WCAL-FM Northfield, Minn., and WAIR-FM Winston-Salem, N. C.

Application Returned

WKLX Lexington, Ky.—RETURNED application for mod. of license to change main studio location.

Application Dismissed

KDON Palm Beach, Calif. — DISMISSED application for modification of license to change main studio location.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Hill & Range

ANYTIME

On Records: Eddie Fisher — 20-4359; Dick Haymes — Dec. 27885; Helen O'Connell—Cap. 1896; Eddy Arnold—Vic. 20-2715.

On Transcription: Spade Cooley—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Chappell

(Continued from page 23)

either by program name or by station. If he reports by program name, he must:

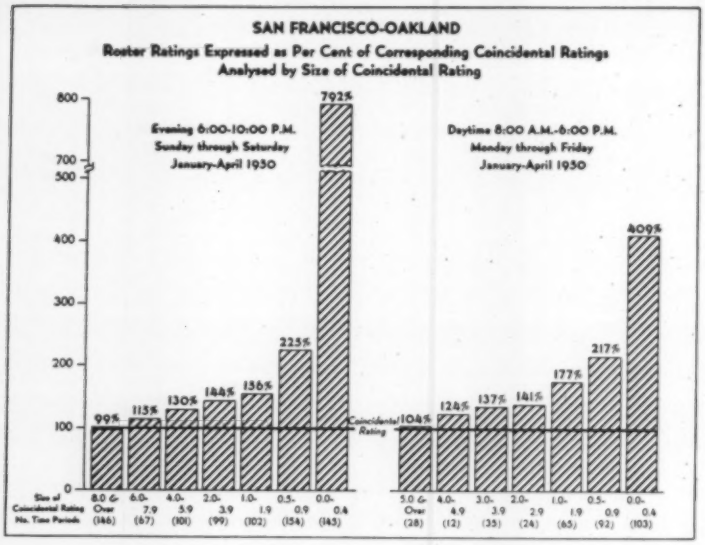
"(a) Have known the name of the program when he was listening.

"(b) Remember it well enough for a period varying from a few minutes to 22 or 23 hours so that he can recognize it correctly in a list which may contain other names similar to it.

"The roster resembles some of the methods used in the psychological laboratory in the study of memory, but it is difficult to classify it exactly in these terms. To the extent to which the respondent reports in terms of program names, the method might be thought of as symbolic recognition. In straight recognition, he is re-presented with the entire program. In the roster, he is presented with a written symbol—the printed name—which he must recognize as standing for the program and name he originally experienced."

Dr. Chappell reports "high" daytime correlation (0.87) and "very high" evening correlation (0.95) between NRI and U. S. Hooperatings.

Comparing coincidental with roster, he states: "For programs obtaining coincidentals less than 2.0, the correlations are low." He notes that "the large majority of the ratings were concentrated within rating intervals 0.0-0.9 and 1.0-1.9."



In the roster procedure, Dr. Chappell reports, "the interviewer is instructed to get a certain number of interviews in each socio-economic group, each geographic division, etc.," but he selects the specific homes visited himself and "no adjustment is made for 'not at home' . . . No probable errors, standard deviation, significant differences or any other statistical measures of variability or accuracy can be calculated for figures obtained by quota samples. The theory of probability underlying all such measures does not apply to quota samples.

"Because of the inability to control the 'not-at-home-now' and 'not-at-home-then' biases in the roster sample, which vary independent of each other from time period to time period, it represents no definite and fixed population. Even if interviewers were sent to specific addresses selected mathematically, these two sources of variable bias would still operate to produce, within the roster findings themselves, variations from time period to time period.

"It must be concluded from these facts that the roster sample cannot yield ratings equally accurate for all time periods."

Contrariwise, Dr. Chappell points out that in coincidental surveys "the interviewer exercises no choice . . . dwelling units to be interviewed are all determined mathematically by application of the probability theory."

AT&T "provides gratis, not a pre-listed sample but a pre-listed census of telephone homes throughout the nation," he said. "All that is required to develop the finest type of probability sample of telephone homes is that interviewers, in selecting numbers to be called, use some mathematical procedure which will eliminate bias of race or national origin that might come from alphabetical listing."

Mean roster and coincidental ratings are "fairly close" for more powerful stations, Dr. Chappell states, but "the less powerful independent stations with lower mean ratings obtain roster ratings many times as great as their mean coincidental ratings . . . as the size of the coincidental decreases, the ratio of mean roster to mean coincidental increases until in the case of the '0.0 to 0.4' group the mean rating is about eight times that of the coincidental."

The systematic difference between roster and coincidental ratings is not due, Dr. Chappell concludes, to differences between "total audience" and "average audience," nor between telephone and non-telephone homes, nor between geographic areas. Neither does it seem to be caused by the influence of the variable size of the roster sample's "not at home," portion nor by that of memory variation, he reports.

Psychological research has shown, Dr. Chappell states, that the introduction into a recall interview of items not previously experienced by the respondent produces "measurable 'confusion'." In the case of printed advertisements," he notes, "more than 50% of the respondents sometimes report that they have seen a particularly 'confusing' advertisement before it has been published. There seems to be no good reason for supposing that the phenomenon ... would not occur in the recognition of program names on a roster."

As illustration, Dr. Chappell uses the following hypothetical example (see table on opposite page): "Suppose," he says,

"1. That respondents were presented with a list containing the five hypothetical program names shown below.

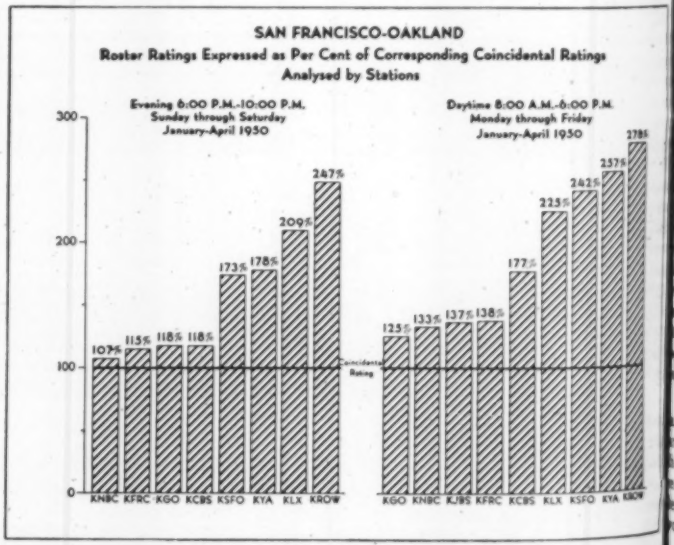
"2. That the 'average audience' ratings (coincidental) were as shown in Column 1.

"3. That the actual 'total audience' sizes were shown in Column 2 and (as audimeter data seem to indicate) these vary from 25% greater than the 'average audience' for high rating programs to 70% greater for low rating programs.

"4. That 30% of the people who have listened to each of these programs are 'confused' when they encounter all five programs.

"The total listeners to these five programs (sum of the 'actual' total audience size) is 10.52. Of those, 30%, or 3.16, represent 'confusion'. If the 'confusion' is distributed about equally over the five programs, each will gain one-fifth of the confused recognitions or 0.63. This is shown in Column 3. Each program will also lose 30% of its 'actual total audience' to the confused group. The quantity lost is shown in Column 4. The quantity measured by this hypothetical roster is a result of the 'confusion' gains and losses is shown in column 5.

"Comparison of Column 5 with Column 1 shows conditions similar to those found when coincidental or Duplex Coincidental are compared with roster results. The resultant 'Total Audience' rating for the high rating program is depressed slightly below its 'Average Audience' rating and the 'Resultant Total Audience' ratings for lower rating programs increase rapidly in proportion to their aver-



NOW
MR. 580
CBS
WHP
5000 WATTS
580 K.C.
National Rep.
The Bolling Co.
5000 watts
580 k.c.
WHP
the key station of the keystone state . . . Harrisburg, Pa.

Dr. Chappell's Hypothetical Example

Program Name	(1) 'Average Audience' Rating	(2) 'Actual' Total Audience	(3) Gain From 'Confusion'	(4) Loss To 'Confusion'	(5) Resultant 'Total Audience' Rating
Today's World News	6.0	7.50	0.63	2.25	5.88
News Around the World	1.0	1.50	0.63	0.45	1.68
Round-Up of World News	0.5	0.85	0.63	0.27	1.21
News About the World	0.3	0.50	0.63	0.15	0.98
Domestic and Foreign News	0.1	0.17	0.63	0.05	0.75

* * *

age audience ratings as the average audience size decreases.

"It seems probable from these considerations that Hypothesis 6 may not safely be rejected. Rather, it would appear to be the only hypothesis examined here which gives promise of accounting for the systematic variable differences observed in the comparisons."

Reactions to CBS Plan

(Continued from page 27)

...—"Basic elements of the plan would appear sound in the effort to maintain program structures, the product is selling. However, I cannot understand at this time how the whole plan will operate and be maintained. I believe this is only a step in the long-range re-evaluation and reconstruction of network radio. I am happy that CBS is postponing rate revisions pending further sound study and evaluation of the strength and potential of radio as a separate and independent medium which is and will continue to serve the American people right alongside of television throughout the foreseeable future."

Harry M. Bitner Jr., WFBM Indianapolis—CBS should permit stations not purchased by a Selective Facilities Plan advertiser to sell the programs on a co-op basis. Otherwise I believe most affiliates assured of at least 13 weeks protection of periods in choice option time will program and sell on a spot basis the Selective Facilities plan, if it works. It may be a good boost for some of the network's chief competitors, the transcribed program peddlers."

Approves Realistic Approach

Lee Wailes, Fort Industry Co.—"Although time has not permitted a thorough study of the new plan of network commercial broadcasting as recently announced by CBS, it would seem that a realistic appraisal of network radio as an advertising medium is now in order. To the extent that CBS soundly appraises the effectiveness of each advertising medium we go along. But we disagree that any new advertising medium should be considered to affect radio—be it television or anything else. Radio must continue to be evaluated on its merits—it is still the world's best means of reaching the mass ear."

Harold P. Danforth, WDBO Orlando, Fla.—"In my opinion, Howard Meighan, stellar performer of the meeting, has delivered in sincere language, the first comprehensive plan for competitive network radio. Spelling out the details, his hard-hitting talk delivered to a receptive group—forecast no threat of doom—but enunciated an encouraging program—pointing to not only smart survival for today—but to a timely concept of tomorrow's problems which must be faced."

John Esau, KTUL-KFPW Tulsa—"Radio is in its greatest period of adjustment but it will come out healthier due to the present physical checkup. CBS, I think, is doing its very best to adjust itself. Sure, it will make mistakes but it will continue to be a winner and continue to grow. I'll buy their CBS thinking."

Henry Clay Commends

Henry B. Clay, KWKH Shreveport, La.—"I think CBS Radio has exceptionally outstanding personnel selling network radio—for its real value based on facts. The Selective Facilities Plan forced on CBS as a result of network competition which first yielded to demands of advertisers who are taking money out of radio for the purpose of supplementing TV budgets—and this without basis of fact but mostly on emotional buying—is a necessary and workable plan making network radio more flexible. CBS Radio still delivers more listeners per dollar than any other network and this plan will bring more advertising into CBS."

John F. Patt, president, G. A. Richards stations—"I would prefer to comment on the plan after it has been in operation for several months, when results may be better analyzed. Unquestionably it is an attempt to provide advertisers with some freedom of choice, and at the same time give the stations a continuation of national programs to which they are entitled as exclusive affiliates of the CBS network.

"The proof of the pudding will finally be determined by whether the stations receive enough income from this association to warrant their optioning of a majority of their best hours."

Kenyon Brown, KWFT Wichita Falls, Tex.—"The Selective Facilities Plan on first impression makes a lot of sense to me."

Victor A. Sholis, vice president and director, WHAS - AM - TV Louisville—"The full answer can only come, however, with the plan's actual operation. It sounds good in the presentation but it can also spell real danger, not merely to stations, but also to network radio as we have known it."

Frank Crowther (Red Cross), WMAZ Macon, Ga.—"Introduction of the new CBS sales plans seems to be required in the competitive selling field network-wise, according to the sales executives of CBS. It is entirely possible that their proximity to the situation in New York and Chicago may strengthen their feeling with regard to this plan but to this broadcaster, enjoying the finest year of broadcasting in the history of a 29-year-old station, it is hard to believe that such changes in economic standards are necessary."

W. V. Hutt, KLRA Little Roch,—"The selective programming services plan of CBS should prove to be a real help to the affiliates. It will also help in bringing to national attention talent of affiliated stations worthy of recognition. We anticipate fresh talent discovered in this plan will materialize in new programming strength."

Praises Plan

Hoyt Wooten, WREC Memphis—"I have always been a staunch advocate of any rule of payment which would evaluate a station's worth upon a circulation. Any plan which will accomplish this meets my approval. I don't have a comment to make until the present evaluation (CBS) is proven."

F. C. Sowell, WLAC Nashville—"It has always been my understanding that advertisers wanted first of all sales results—and it is my opinion stations which can produce sales satisfactory to the advertiser should merit rates commensurate with their value. I think the CBS Selective Facilities Plan meets with this test."

Gene Katz, The Katz Agency—"It's fortunate for the industry that the FCC in its report on chain broadcasting had the foresight to define chain broadcasting as 'simultaneous broadcasting of an identical program by two or more connected stations.' Otherwise, a network sale might consist of fewer than two stations."

Frank King, WMBR Jacksonville, Fla.—"In my opinion Howard Meighan and his CBS Radio associates made the most masterful presentation of radio's present-day problems that I have heard or read—and will, if followed through, revitalize radio."

Charles H. Crutchfield, WBT Charlotte—"Having been associated with CBS more than 20 years, I approve of the Selective Facilities Plan, particularly since Howard Meighan, a man in whom I have the utmost confidence, has now been named to guide the destiny of CBS. I have watched Mr. Meighan for many years and, in my personal opinion, no network in radio today is endowed with such masterful leadership."

Thad Holt, WAPI Birmingham—"I have confidence that CBS will at all times sell the best possible programs at as high a rate as is justified. I am willing to go along with them on the new sales policy if they think it is sound."

WORD BOOST

50 Local Leaders Attend Dedication Broadcast

DEDICATION broadcast of WORD Spartanburg, S. C.'s increased power on a new frequency was attended by more than 50 prominent civic, business and political leaders the morning of Dec. 9. Station now operates on 910 kc with 1 kw from its previous 1400 kc with 250 w.

Among those who took part in the broadcast were Gov. James F. Byrnes, Rep. Joseph R. Bryson (D-S. C.); Federal Judge C. C. Wyche; Mayor Thomas Whiteside, and W. C. Clark of the Spartanburg Chamber of Commerce. Walter J. Brown, president, Spartan Broadcasting Co., which owns and operates WORD and WDXY (FM), introduced the speakers.

Congratulations also came from Sens. Burton R. Maybank (D-S. C.) and Olin D. Johnston (D-S. C.); Rep. J. P. Richards (D-S. C.), chairman, House Foreign Affairs Committee, and FCC Chairman Wayne Coy.

Program opened with a message delivered by Gov. Byrnes, following an excerpt of the speech made by the then Sen. Byrnes when WORD went on the air in 1940.

Commending the station on its new service opening it as a regional, Gov. Byrnes said in part: ". . . WORD has continued to move forward and with its FM affiliate WDXY has given splendid service to the Spartanburg area . . . Your new $100,000 transmitter with its increased power and your improved position on the dial should be a great boon to your public service."

Sen. Maybank said it "is a fitting recognition of the splendid radio service your station is rendering"; Sen. Johnston said the people of Spartanburg were proud of the station; Rep. Richards noted "this milestone in . . . (your) record of progress."

Chairman Coy, in sending his congratulations, said the increase in power "will greatly enhance your opportunities for service to the Spartanburg area." He said:

Many new listeners will now be able to benefit from your broadcasting of the news, of forum discussions, and of expert and rapid information on the varied activities of your region, including education, agriculture, commerce, industry, social welfare and political campaigns.

The FCC chairman said he was sure people in the enlarged coverage area "will look increasingly to you for . . . information as well as for wholesome entertainment."

American people place great reliance on radio, he noted "and in these dynamic times, WORD can serve as an energizing force whose impact will be felt in every part of your area."

After the dedication broadcast, guests and dignitaries were taken to the new WORD transmitting plant where the transmitted operation was detailed.

at deadline

GIANTS RESTRICT RADIO, TV, HITS GAME-OF-DAY

NEW YORK GIANTS baseball club, through Pres. Horace Stoneham, announced Thursday night it will not permit games to be broadcast on national basis during coming season, but will restrict coverage to WMCA New York for home and road game broadcasts and to WPIX (TV) for home game telecasts only.

Small radio network of stations in adjacent territories—such as Connecticut and New Jersey—will be organized to provide daily coverage for potential customers, however. Announcement, in effect, drops *Game-of-the-Day* broadcasts carried by Liberty and Mutual networks last season, which Giants spokesman said had "no direct benefit to us. The effect on our box office was not noticeable." He specifically denied that decision came as result of league meetings held previous weekend, where minors asked split of broadcasting revenue (see story, page 36), or that it was result of any minor league action.

Although no estimate was made of broadcasting "take" last season, it was indicated that current policy would result in "no decided change" in revenue. Radio-TV rights last season were sold as one package with Liggett & Myers as sponsors.

COMMISSION FORMED TO PROMOTE TOLERANCE

FORMATION of Commission on Mass Communications headed by NARTB President Harold E. Fellows, announced Friday by media conference in New York. Purpose: To aid conference's work in creating better understanding among Protestants, Catholics and Jews. Commission includes representatives of radio, TV, press, movies, advertising. New commission will operate on year-round schedule.

Radio and TV representatives: Mr. Fellows; James L. Caddigan, DuMont; Sig Mickelson, CBS-TV; William H. Fineshriber Jr., Mutual; Edgar Kobak, consultant; Harry Maizlish, KFWB Hollywood; Helen Alvarez, KOTV (TV) Tulsa; Edmund A. Chester, CBS Radio; Edward Stanley, NBC; John W. Pacey, ABC, and William R. McAndrew, NBC-TV.

BBB REPORT ON 'CONTEST'

REPORT on "mystery" melodies contest conducted by TV dealers via radio commercials issued Friday by New York's Better Business Bureau. Offering $100 credit certificate to first 20 who identify song, TV dealer tries to apply this $100 toward purchase of his own brand TV set which, to best BBB knowledge, is not for sale elsewhere. Original price fixed before contest by same dealer offering credit certificate, BBB said, asserting its findings have been turned over to stations to help them determine whether continuance of such ads contributes to public interest and credibility of radio commercials. Investigating shoppers have found several variations on same theme, BBB said.

TV SPOT TIME RELEASED

AMERICAN TOBACCO CO., New York, said to be releasing its television spot time, with Lever Brothers picking up availabilities.

GARROWAY THREE HOURS

IN last-minute change, format of Dave Garroway's new morning NBC-TV program, *Today* (see earlier story page 82), expanded from 7 to 10 a.m. EST instead of 7 to 9 a.m. Change presumably occasioned by midwestern network feed. As it stands now, 7 to 8 a.m. EST portion will be seen in East only and 8 to 9 a.m. CST segment will be telecast only to midwestern stations. WNBQ (TV), NBC's Chicago station, will begin its telecast schedule when show starts at 7 a.m.

Business Briefly

(Continued from page 5)

five-weekly, in 6:30-8 a.m. time, starting Jan. 1 in several markets. Agency, Cecil & Presbrey, N. Y.

NESTLE PLAN ● Nestle Co., New York (Ever-Ready chocolate), planning spot radio campaign starting Jan. 1. Agency, Cecil & Presbrey, N. Y.

DISC DRIVE ● Fastabs (reducing product) placing quarter-hour transcribed show, thrice-weekly, in several radio markets after first of year. Agency, TV Assoc., Baltimore.

C-P-P SPOTS ● Colgate-Palmolive-Peet Co., Jersey City (Cashmere Bouquet soap), preparing radio spot announcement series starting Jan. 1, 52 weeks, in several markets. Agency, Sherman & Marquette, N. Y.

OLYMPIA NEWS ● Olympia Brewing Co., Olympia, Wash., Jan. 5 starts for 52 weeks news on 30 Don Lee stations in Calif., Ore., Wash., Idaho, Sat., 9-9:15 p.m. (PST). Agency, Botsford, Constantine & Gardner, Seattle.

QUAKER RENEWAL ● Quaker Oats Co., Chicago (Aunt Jemima mixes), Jan. 1 renews for 13 weeks *The Breakfast Gang* on full Don Lee Network, Tues., Thurs., 7:15-7:30 a.m. (PST). Agency, Price, Robinson & Frank, Chicago.

CANDY CARNIVAL ● M&M Ltd., Newark, to sponsor *M&M Candy Carnival*, effective Jan. 6, Sunday 12:30-1 p.m., on CBS-TV. M&M also sponsors *Super Circus* on ABC-TV. Agency: William Esty & Co., N. Y.

SILK ASSN. AGENCY ● International Silk Assn., N. Y., names Anderson & Cairns, that city, to handle advertising, effective Jan. 1. Catherine P. Finerty is account executive.

AVERAGE AMERICAN

AVERAGE male in U. S. was 30 years old, owned home with mortgage and "his kids undoubtedly are pestering him to buy a television set for Christmas," Census Bureau said in study based on 1950 census data. Average age in 1940 was 28. Bureau says he earned $3,000 in 1950 compared to $1,200 in 1940 but consumer prices went up 70%. Other traits: He had telephone, mechanical refrigerator, radio and auto besides having wife and two children.

PEOPLE . . .

ELLIOTT EAKIN, advertising promotion manager of *Sales Management* magazine for past six years, named assistant manager of advertising and promotion, spot sales department of NBC to replace Martin Werner, recently resigned.

ROBERT A. RICHARDSON, Fuller & Smith & Ross, N. Y., elected vice president.

DALLAS TOWNSEND, CBS radio news weekend editor, appointed special events producer for CBS Radio. **ROBERT SKEDGELL**, overnight editor for network, becomes weekend editor, and newswriter **MORT DANK** succeeds Mr. Skedgell.

HENRY M. SCHACHTE, national advertising manager of Borden Co., N. Y., named director of advertising for company succeeding Stuart Peabody, who has held post since 1933. Mr. Peabody will continue as assistant vice president with executive authority over firm's advertising.

JOHN DERR, assistant director of sports for CBS-AM-TV for past two years, named director of sports for CBS Radio, with Red Barber, who has been sports director for both radio and television since July 1946, to become CBS Radio's counselor on sports. CBS-TV sports directorship not yet set.

HERBERT J. TEISON named public relations director of Schwerin Research Corp., New York. He formerly was in tourist business in San Antonio and Mexico City.

WILLIAM E. BERCHTOLD, executive vice president and chairman of plans board of Foote, Cone & Belding, N. Y., joins McCann-Erickson, Chicago, as vice president and general executive. His duties will include serving as chairman of advisory committee on advertising plans in Chicago.

HOWARD H. BELL, executive assistant to NARTB TV director, father of girl, Mary Elizabeth.

FM DRIVE TO START

JOINT NARTB-Radio Television Mfrs. Assn. program to promote FM radio set sales to open Jan. 21 in North Carolina. Wisconsin campaign will start Feb. 4 and District of Columbia campaign March 1. Test campaigns will have cooperation of broadcasters, set makers, distributors, dealers. In charge are RTMA FM Policy Committee under Chairman John W. Craig, Crosley Div., Avco Mfg. Co., NARTB FM Committee under Chairman Ben Strouse, WWDC-FM Washington. RTMA Advertising Committee also taking part. Promotion display material being prepared by RTMA subcommittee headed by David Grigsby, Zenith Radio Corp.

AFM WARNS STATIONS

REMINDER that AFM-Motion Picture Producers' agreement prohibits TV use of musical sound tracks or scenes of AFM musicians without written permission from AFM was sent by union Friday in telegrams to more than 100 TV stations, agencies, and film package firms. Spokesmen said it was second such reminder (first: last January), that it stemmed from instances of unauthorized film use on television but was sent also to non-violators, and that it contained no "threat." AFM-producers agreement, originated in 1946 and since renewed, currently extends to Aug. 31, 1952.

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* The 1952 BROADCASTING or TELECASTING Yearbook may be included with each subscription for an additional $2.00 each. Yearbooks to be mailed upon publication in February.

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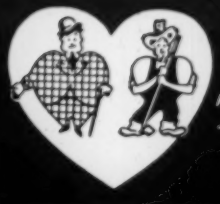

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